

LIFE

POLO PONY

JULY 26, 1937 **10** CENTS

Take a vacation

... ALL AFTERNOON

Here's a tempting MEAL-IN-A-MINUTE that's sure to please any hungry family



The appetizing Meal-in-a-Minute below was planned for women who believe kitchens should be run on summer vacation schedules. You've spent many an hour in the kitchen preparing meals that weren't half as delicious. And you can tell by the recipe it almost prepares itself!

To luscious, mealy Van Camp's Pork and Beans, enriched with tangy tomato sauce, go much of the credit. They help glorify many easy-to-prepare summer dishes . . . impart a certain tastiness that makes everyone hurry to the table.

For an appetite-inspiring Meal-in-a-Minute be sure you use Van Camp's table treats. Don't confuse

them with ordinary canned foods. One taste of their delicious flavor will quickly convince you of the difference. Grocers everywhere are featuring these famous foods at attractive prices. You'll find Van Camp's everyday prices *lower* than most nationally known canned foods. Buy an assortment today.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information. For your **FREE** copy send name and address on a post-card to Van Camp's, Inc., 2105 South East St., Indianapolis, Ind.

Van Camp's
Meal-in-a-Minute
for August
costs only 8c a serving
BEAN SUPPER SNACK
How to make it: (1) Drain 2 cups Van Camp's Pork and Beans (2) To the liquid blend in ½ cup peanut butter and ¼ cup Van Camp's Catsup (3) Fold in beans (4) Chill and serve between slices of corned beef on lettuce with mayonnaise and sliced, stuffed olives.

Keep these Van Camp's table treats on your pantry shelf:
BEAN HOLE BEANS • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

Be wise, this summer— take a laxative that **COMBATS GASTRIC ACIDITY, too**



1 What a head! The day of our annual outing, and I was too lopy and sickish to take my head off the pillow! But Alice had the answer. She mixed two teaspoonfuls of Sal Hepatica in some water and . . .



2 Presto! . . . soon Sal Hepatica was getting in its two-way work. You see, this bubbling mineral salt is not only a laxative—quick and gentle—but it's an alkalizer, combatting the gastric acidity that you're apt to get right along with constipation. Soon . . . I felt better . . . better . . . and by noon . . .



3 What pep! I wasn't afraid of the hottest sun or the craziest games! I had a grand time—thanks to the quick come-back Sal Hepatica gave me. Alice says Sal Hepatica's wonderful, too, when your stomach's

all upset, or you've a cold coming, or you've been overdoing it. So . . . me for Sal Hepatica!

TUNE IN: "Town Hall Tonight"—Full hour of music, drama and fun. Every Wednesday night—N.B.C.—coast to coast.

Sal Hepatica does BOTH!



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The Typists' Best Friend

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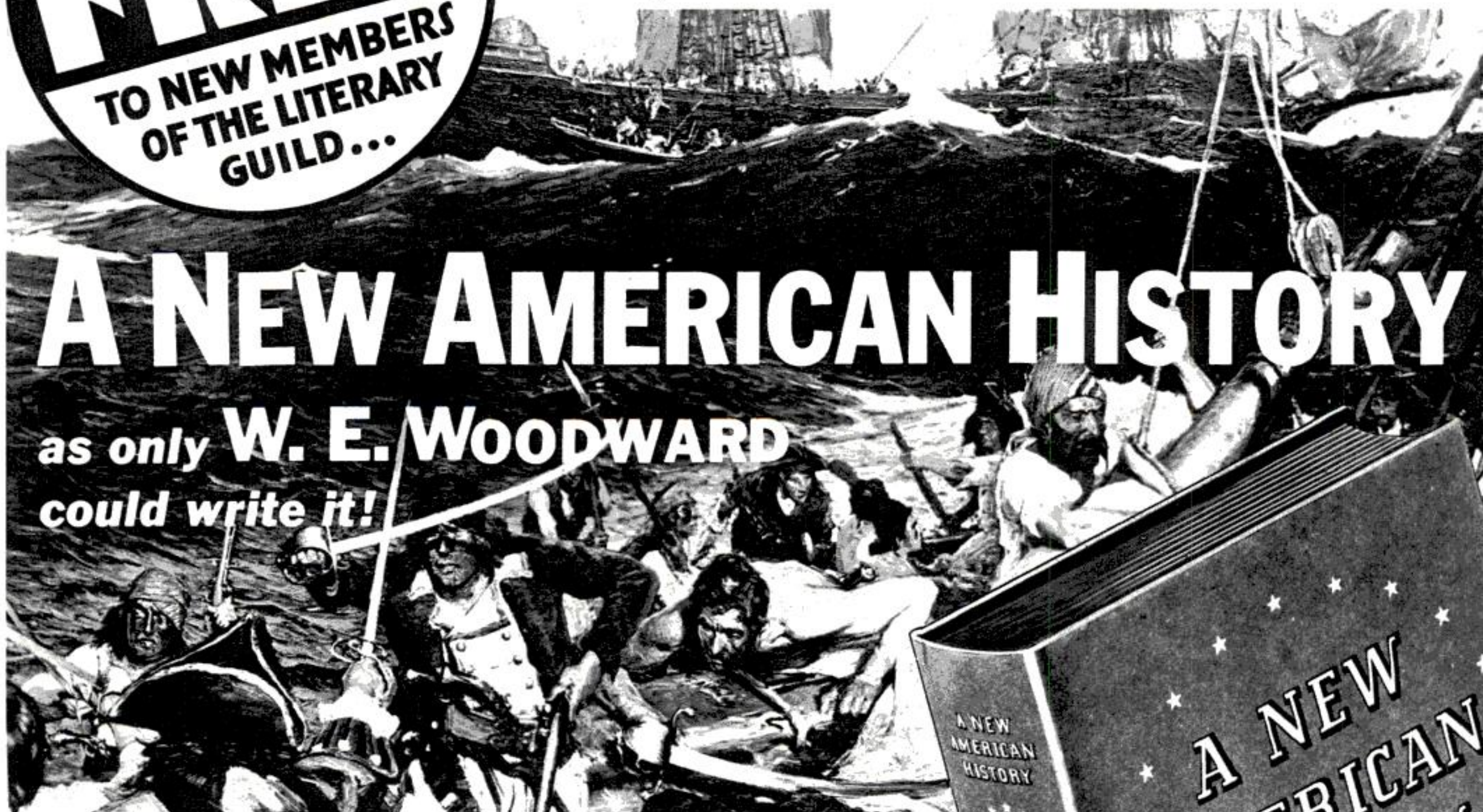




For the First Time . . . The WHOLE STORY of Our Nation . . . Its Struggles and Triumphs • Its Builders and Heroes and Rascallions • Revealed from the HUMAN SIDE!

A NEW AMERICAN HISTORY

as only W. E. WOODWARD could write it!



From the painting by Frederick J. Waugh, N. A. © Detroit Publishing Co.

HERE, at last, is a true story of your country, from its beginnings to modern times, which is so fascinating you will forget you are reading a history—you will seem to be actually living through the tremendous dramatic events which formed the America we know.

For this is a history written "without gloves." The author of "George Washington" and "Meet General Grant" has torn away historic myths, discarded hallowed legends posing as facts. You will often be surprised, sometimes shocked, to find a traditionally great personage revealing petty and inconsistent traits of character. You will be equally amazed to learn that another character, fitted with a "dunce cap" by posterity, really had greater character and foresight than his contemporaries!

Mr. Woodward has proved that it is possible to write America's history as a tremendously exciting narrative, crowded with vital, often heroic, sometimes rascally, always fascinating characters—and full of action, adventure and meaning.

And now, through a special arrangement, it has been made possible for you to get this revolutionary A NEW AMERICAN HISTORY as A GIFT—if you accept at once this offer of free membership in the Literary Guild.

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The Guild selects for your choice each month the outstanding new books before publication—the best new fiction and non-fiction. "Wings"—a sparkling, illustrated little journal—comes free each month to members. It describes the forthcoming selection and recommendations made by the Editors, tells about the authors, and contains illustrations pertinent to the books. This invaluable guide to good reading comes a month in advance, so members can decide whether or not the selected book will be to their liking. You may have the Guild selection any month for only \$2.00 (plus a few cents carrying charges) regardless of the retail price. (Regular prices of Guild selections range from \$2.50 to \$5.00.) Or you may choose from 30 other outstanding books recommended each month by the Guild—or you

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He was hired by a British syndicate to chase and capture buccaners, but the greed of his crew forced him to turn pirate himself.

Called Lincoln a Baboon!

After Lincoln's inauguration, Edwin M. Stanton, who later became his Secretary of War, called him "the baboon in the White House."

Every Woman Was Every Man's Wife!

In the famous "Oneida Community" they called monogamy "selfish love" and every woman was the wife of every man. Children belonged to the whole community, not their parents.

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may order any other book in print at the publisher's price, postage prepaid. But you need not take a book each month. As few as four within a year keeps your membership in force.

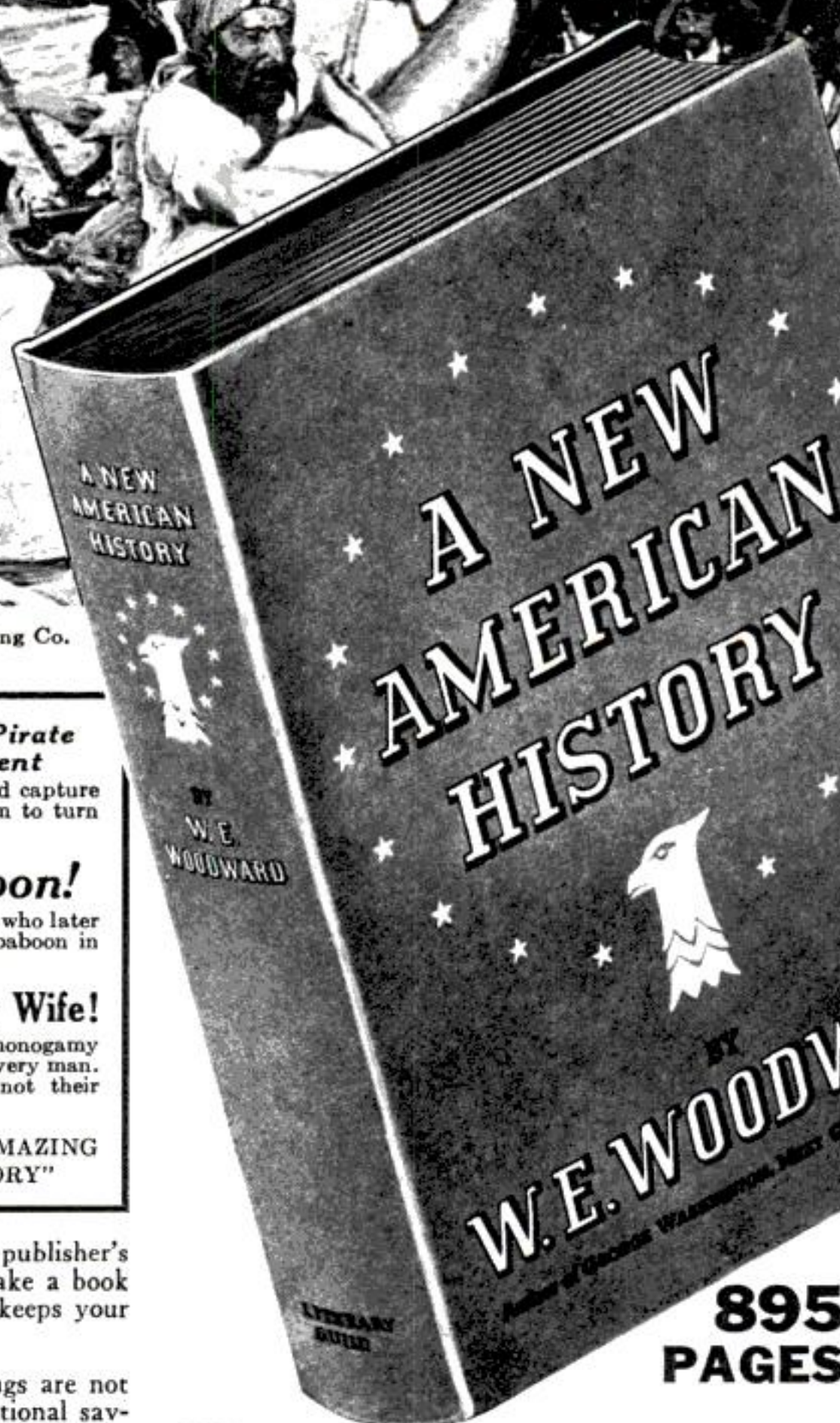
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SPEAKING OF PICTURES . . .

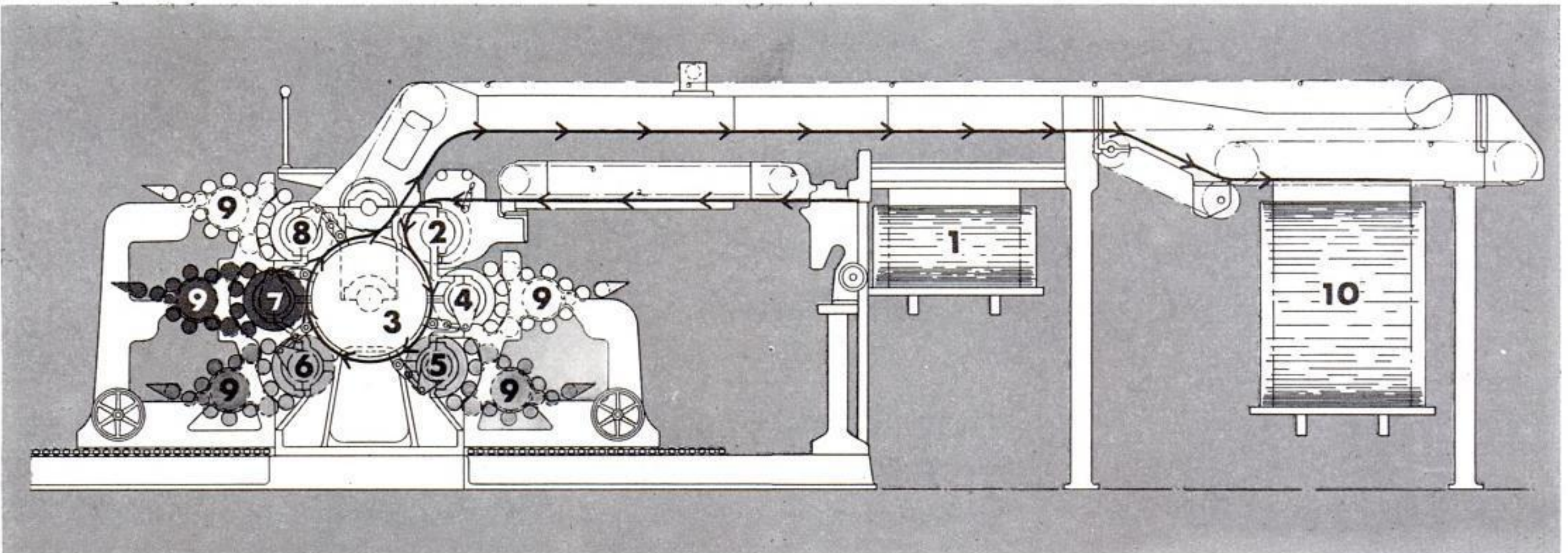


PHOTOGRAPHING COLOR COPY

Most widely used method of printing color illustration is called four-color letterpress printing. This process is employed to print *LIFE's* color. Letterpress is printing done from plates whose printing surfaces are raised, or in relief. In four-color letterpress, four different inks, each printed from a separate plate, are used to get all color combinations. Below is a color printing press. Opposite, the progression used in color printing is explained.

The color illustration opposite was printed from nickel replicas (printing plates) made from halftone plates. A halftone, as explained here last week, is a metal plate whose surface is covered with small, raised dots. The pattern of these dots, when printed, forms a picture. For four-color printing, four halftone plates must be made, one each for yellow, red, blue, black. At left is shown the photoengraver's camera. Pinned to the board in front is the color copy for the opposite page, an illustration used in a Dow Chemical Co.

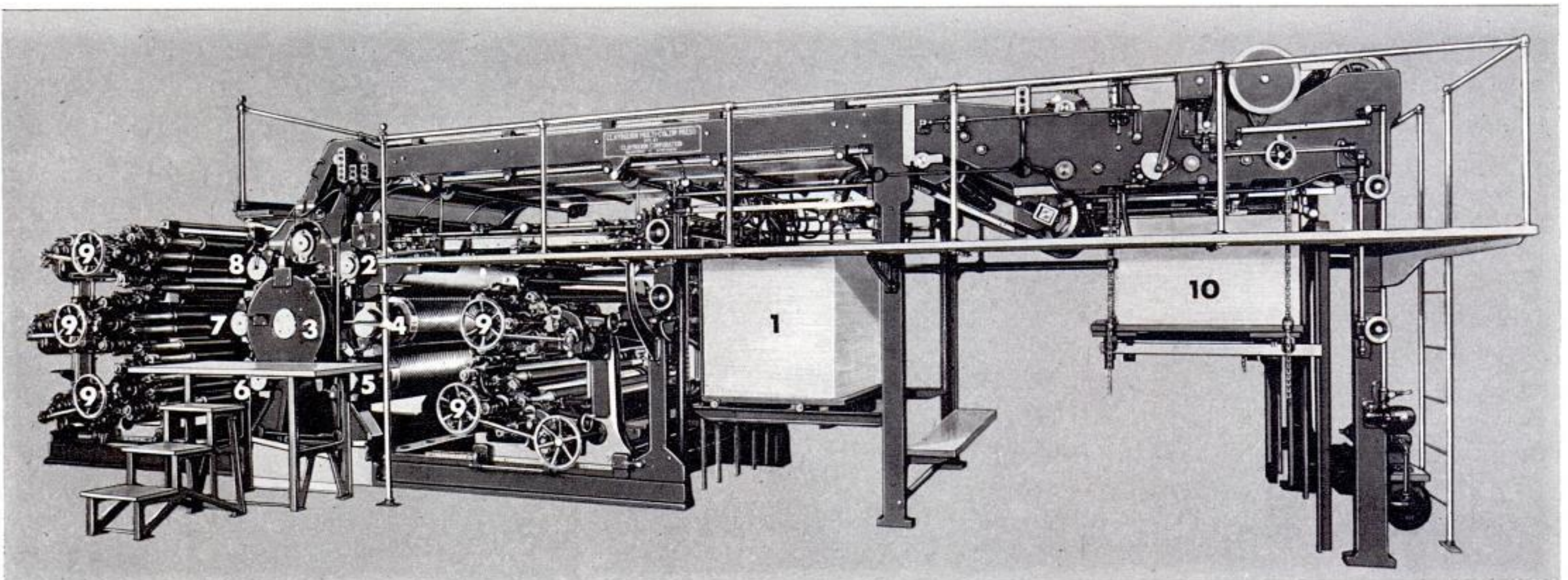
advertisement prepared by MacManus, John & Adams, Inc. To make a negative from which the yellow halftone plate will be made the photographer puts a piece of violet-tinted celluloid (called a filter) in front of his lens. This filter permits only yellow light to pass through and hit the negative. Thus the negative is a picture only of the yellow parts of the color copy. With different filters, the photoengraver makes negatives for red, blue and black plates. At each exposure, the angle of the halftone screen is changed. The black negative is made through a screen, the line of whose dots runs at an angle of 45° . For red the angle is 75° , for yellow, 90° and for blue 105° . If this were not done, the dots would print one right on top of each other and the combined result would be black. By use of different angled screens, the dots are made to fall next to one another instead of on each other. This is shown in enlarged color section opposite. Once four negatives have been made, the photoengraver makes four halftone plates.



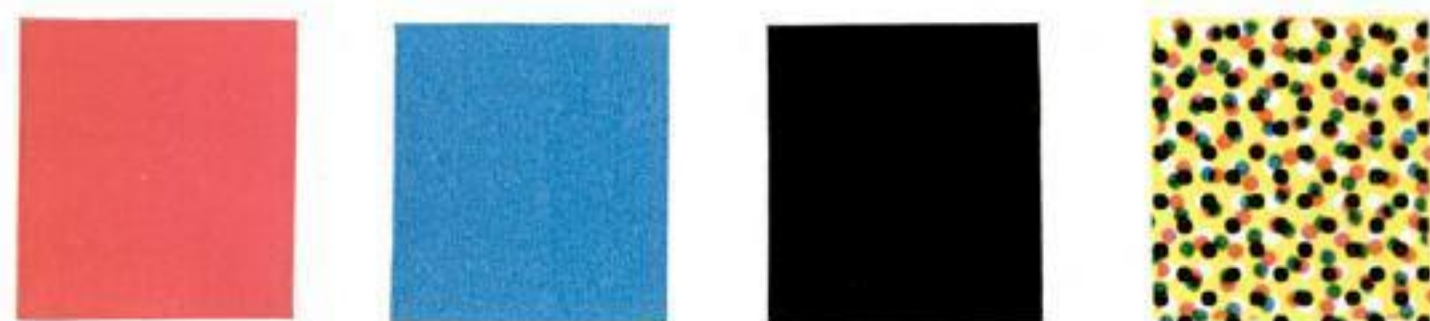
A color printing press (Claybourn Multicolor) is shown here, above in diagram showing printing position and below in photograph showing the inking rollers moved away from plate cylinders for "make-ready." Color printing plates are fastened to cylinders 4, 5, 6, 7, 8 (see photograph on page 7). Ink is fed to rollers (9) which transfer it

to small rollers (circles around 9). These apply ink to the printing plate. Paper is lifted from its stack (1) by suction cups, carried along route shown by arrows. Cylinder (2) feeds the sheet to the central impression cylinder (3). It travels around (3). First it passes cylinder (4), to which yellow printing plates are fastened. These print yellow

ink on the paper. The paper then passes the red plates (5), the blue (6), the black (7). A fifth color can be applied by cylinder (8). The paper is carried along the top of the press, its volatile ink drying on the way. It is stacked, still damp, at (10). This press prints 3,200 to 4,000 color sheets, with as many as 18 *LIFE* pages on one side of the sheet, in an hour.



. . . THIS IS HOW A FOUR-COLOR LETTERPRESS PAGE IS PRINTED



The color swatches above show the four colors used in standard, four-color letterpress printing. The swatch at farthest right is a magnified section of the color picture shown in the lower-right-hand corner of this page. It explains the theory of letterpress color print-

ing. Varying colors are achieved not by printing dots of color on top of each other but by printing dots so closely together that, to the naked eye, they seem to merge. For instance, when blue and yellow dots come close together, they produce an apparent green.

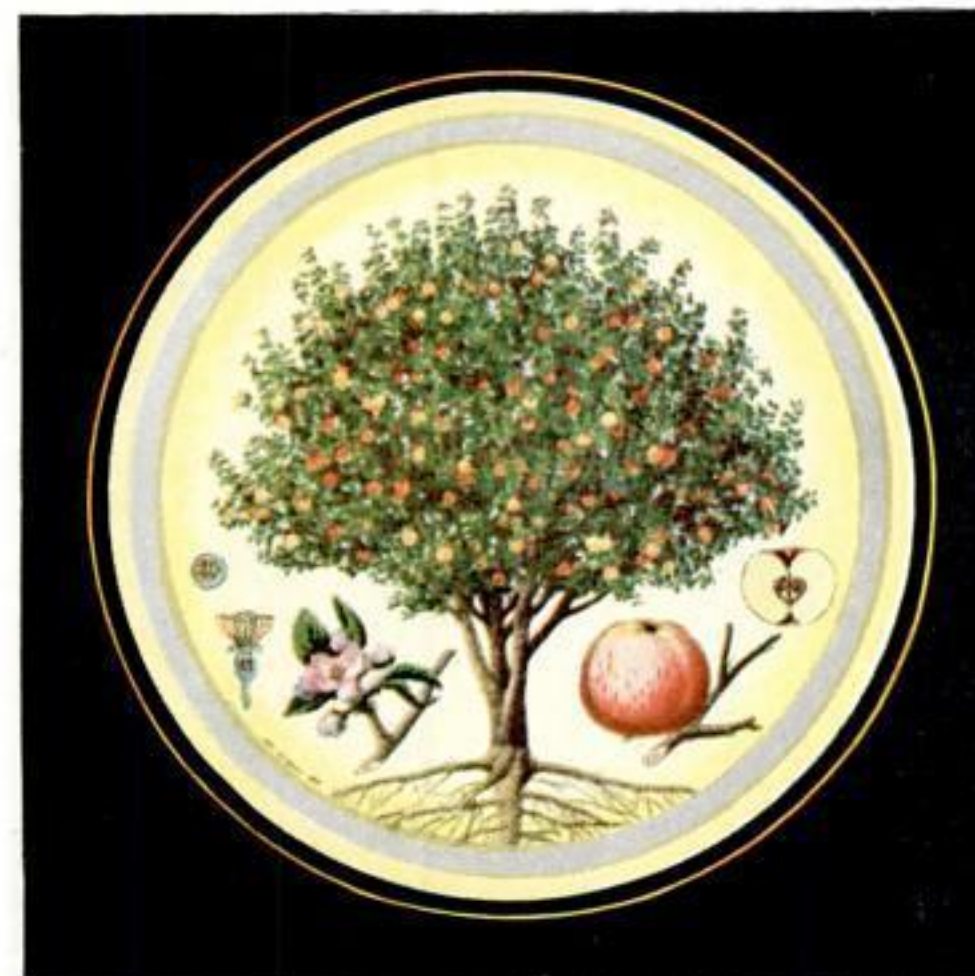
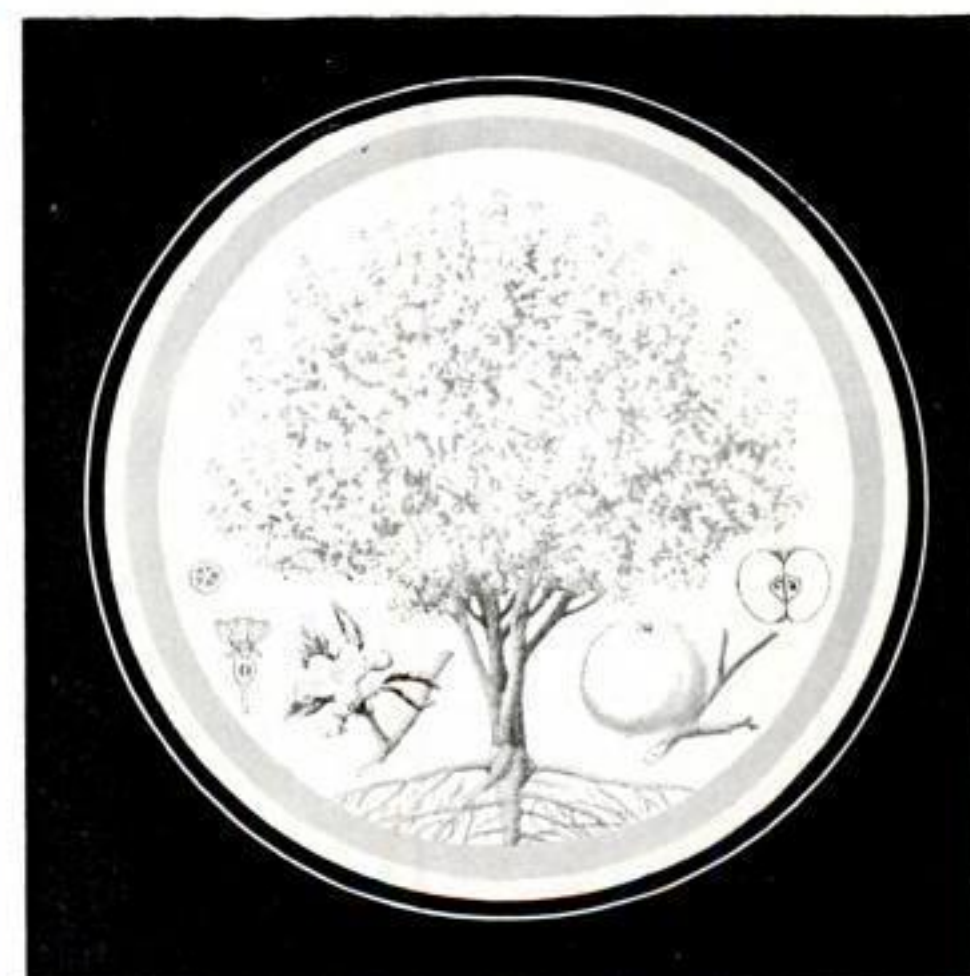
1 The yellow plate is usually printed first in the four-color process. Printers generally get better results by printing dark ink after light, rather than light after dark.



2 The red plate comes after the yellow. Notice that this is not true red but magenta. Magenta printing ink blends better with other inks than brighter shades of red do.

3 Red and yellow together look like this. On LIFE's fast presses, there is a lapse of only $\frac{1}{2}$ second from the time one color is printed until the next is printed over it.

4 The blue plate comes next in most processes though here LIFE often deviates from the orthodox practice. It transposes blue and black, printing blue last, black third.



5 Three colors are here combined. Result is pretty and seems almost complete. But comparison with last plate shows how much strength black adds to color printing.

6 The black plate is called the key plate because it gives depth and accent to the whole picture. A black plate can sometimes hide or make up for weakness in other plates.

7 The complete color job looks like this. Important is proper register or sur-printing of plates. A band of color protruding at an edge usually indicates bad register.

"We know what people are saying...and we like it"



If Bill and I look like the cat that swallowed the canary, please excuse us. We just got something that's been our hearts' desire for years—a Packard!



The joke of it is that our new car has started our neighborhood gossiping. People say that Bill must have had a big raise, or come into some money, or something.



They seem a little envious, too. And we're human enough to love it. You see, there *hasn't* been any raise. It's simply that we woke up to a few facts.



Just about the time our well-worn small car began to limp, Bill and I walked by a Packard showroom. We stopped to admire the Packard 120 and Packard Six that were in the window.



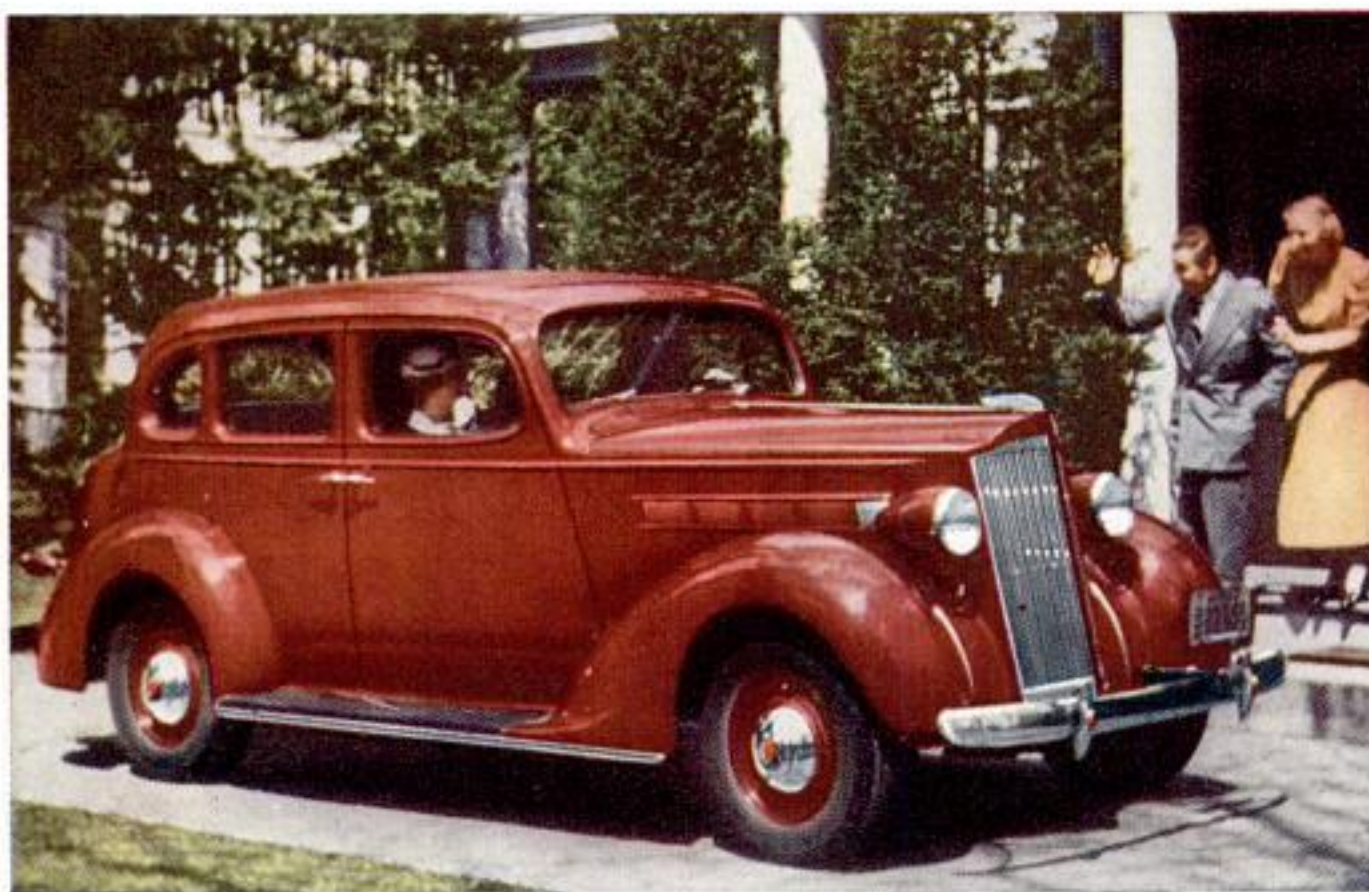
And I said to Bill, "Of course we can't afford a Packard, but let's go in anyway. After all, a cat can look at a queen."



So in we went—and got the surprise of our lives. We found that our old car took care of the down payment. And for the Packard Six we picked, payments on the balance came to less than \$35 a month!



Would you believe it, our Packard costs no more to operate than our old small car. And everybody says a Packard needs less service than almost any other car.



Now that we see how easy it is to own a Packard, we wonder why we waited so long. And are we getting a thrill out of it! That's the nice thing about a Packard—everybody knows what kind of a car you're driving!

PACKARD

PACKARD 120
PACKARD SIX

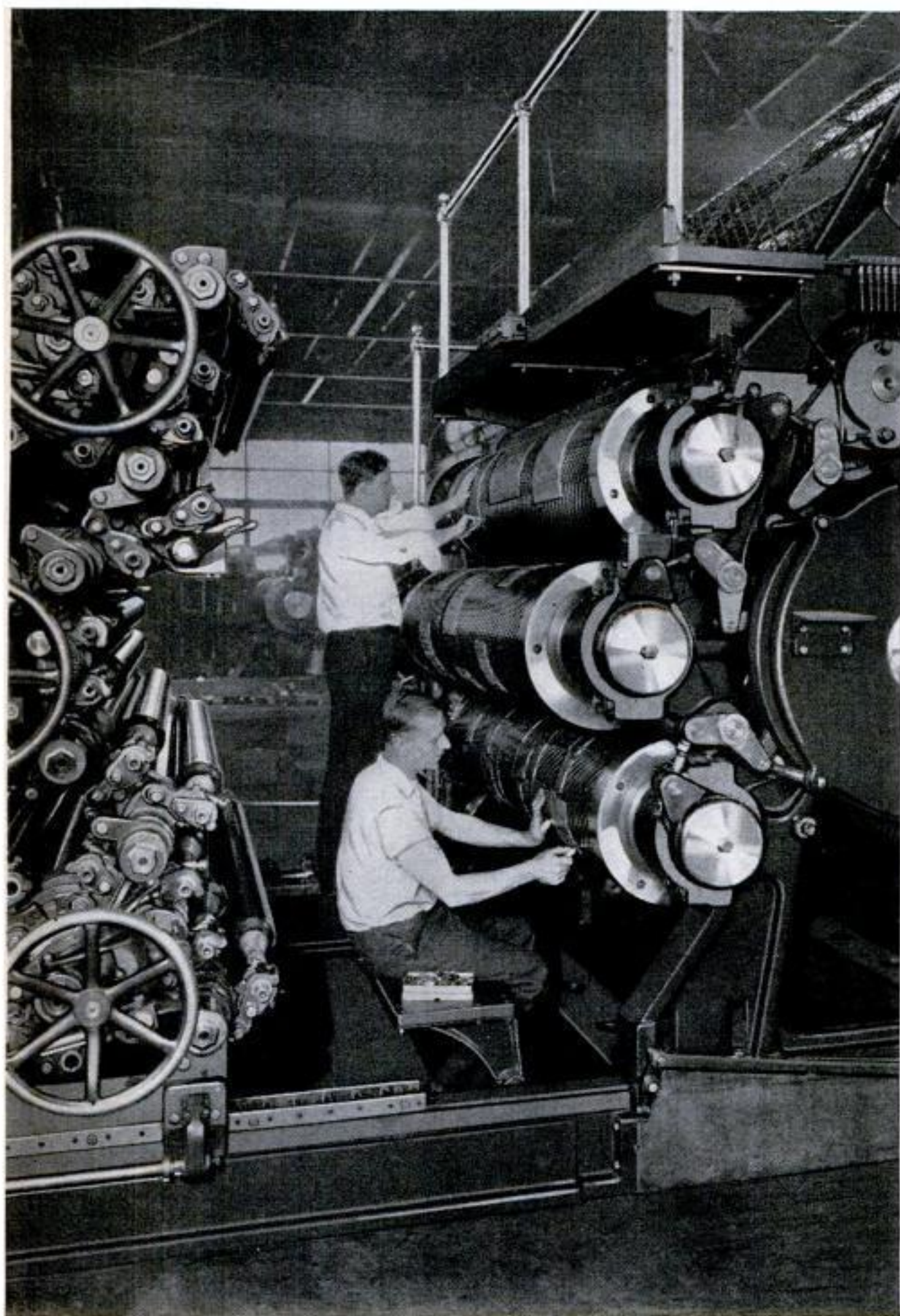
**OF COURSE you can afford
a Packard!**

Let your Packard dealer give you price information and tell you the easy terms by which you can own a Packard. Ask for booklet "The Business of buying and Owning a Motor Car," an invaluable guide in the selection of any car.

ASK THE MAN WHO OWNS ONE

SPEAKING OF PICTURES

(continued)



Color plates are here being fastened to the cylinders of the color press. Actual printing is done not from halftone plates but from replicas of them curved to fit the cylinders. The grooves on the cylinders facilitate the delicate back-and-forth adjustments necessary to get plates on each cylinder into the correct position for exact register so that each color will be accurately printed over the other color. The ink rollers (left) have been moved back to make room for pressmen.



The printed page which illustrates the making of a four-color letterpress picture comes out of the color press on a big sheet like this, called a form. There are three copies of each page printed on this form. This was done simply by fastening three replicas of each halftone plate in sequence around each cylinder. When this sheet has been printed on one side, it is sent back through the press and the other side is printed. Note LIFE's color page illustrating the color process.

HER SMILE WON HIM

...But her breath lost him



I HEAR TOMMY BLAKE FELL HARD FOR YOU TONIGHT, HELEN. LIKE HIM?

HE'S AWFULLY NICE! BUT HE ONLY DANCED WITH ME ONCE, PEG!



I THINK I KNOW WHY, HELEN... BUT IT'S HARD TO SAY IT! SOMETIMES YOUR BREATH... OH WHY DON'T YOU SEE THE DENTIST TOMORROW?

MY BREATH! WHY PEG, THAT CAN'T BE... BUT I'LL SEE DR. ELLIS!



MISS WEST, TESTS PROVE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH. AND TESTS ALSO PROVE THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH



"Colgate's special penetrating foam gets into the hidden crevices between your teeth... emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens enamel—makes teeth sparkle!"

LATER—THANKS TO COLGATE'S

AND PEG, TOMMY AND I WANT YOU TO BE BRIDESMAID!



...AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

Now—NO BAD BREATH behind her SPARKLING SMILE!



20¢ LARGE SIZE Giant Size, over twice as much, 35¢

*Kreml users
write an
advertisement*



Is your scalp itchy?
Are you troubled with dandruff?
Is your hair dull and brittle?
Is your hair getting thin; does it
come out in the comb?
Is your hair stiff and unruly?

If your answer to any of these questions is in the affirmative we believe Kreml will help you. And we back up this belief by reproducing these excerpts from a few of the thousands of unsolicited letters we have received from grateful users.



I HAVE BEEN USING your hair tonic and shampoo for several months, and think they are wonderful. I would not be without these products at any cost. For many years, I could not get rid of my dandruff, but now I have it no more—thanks to Kreml! A. C. V., Detroit, Michigan.



I WAS TROUBLED with an itchy scalp and dandruff, and my hair was dry and lifeless, but one bottle of Kreml Hair Tonic has relieved this trouble and checked my falling hair. M.G.L., Manhattan, Illinois.



YOUR PRODUCT is wonderful! For many years I had scalp trouble, but since I've been using Kreml Hair Tonic I do not have to worry about falling hair or itching scalp. P. S., Cleveland, Ohio.



I AM GRATEFUL to your product for having given me the first relief from a terrible itching scalp in months, and am not hesitating to recommend it openly. Dr. D. H., Wenatchee, Washington.



MY HAIR WAS FALLING out so I bought a bottle of Kreml Hair Tonic. I had used it for only a week when the condition was checked. I think it is a wonderful tonic. Mrs. G. T., Oakland, California.



MY HUSBAND'S HAIR was coming out by handfuls. He tried Kreml and it checked the falling hair in a surprisingly short time. He is a great booster for this wonderful product. Mrs. E. O., Frankfort, Kentucky.

American for **FLAVOR**
Irish for **BOUQUET**
"The Best of Two Worlds"

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IRISH AMERICAN
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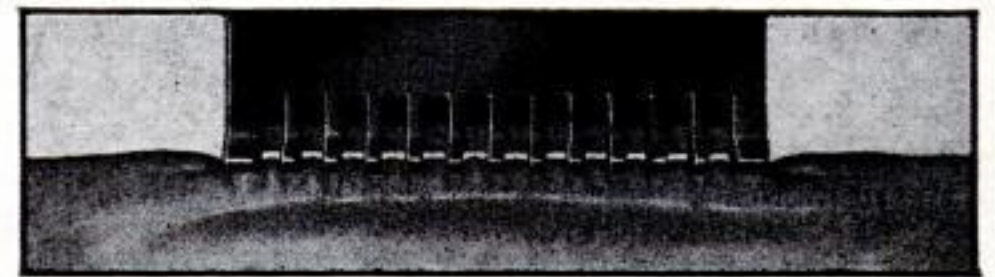
Science looks at...whiskers

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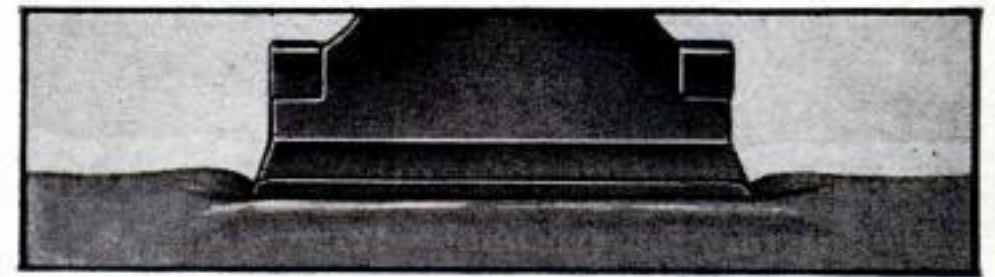
SYNOPSIS OF PRECEDING INSTALLMENTS:

Because Man, although he shaves every day of his life, actually knows very little about what happens in the process, one of America's greatest independent research institutes set out five years ago to obtain some *really scientific* knowledge which would contribute to the COMFORT of the male face in the usually painful act of shaving. Previous chapters from their findings explained the basic "mechanics" of shaving. This month: Razor Designs and Their History; Shaving Below the Skin Line; Time-savers.

WHY "TEETH" were used as a guard for the blade in early safety razors is open to argument. Most heard, most logical reason is that the first designer thought of hair, then of a comb and thus put combing "teeth" on the razor. Since whiskers protrude only 1/50 of an inch between shaves, the "comb" has no value . . . yet most razors followed the original idea. Better than teeth, says the Institute, is a *flat, solid* Guide Bar which *controls* the tension of the skin ahead of the blade. The Schick Injector Razor has such a Guide Bar.



TEETH HAVE A TENDENCY TO GROOVE the skin, leaving tiny "bumps" and "valleys"—as shown above in a drawing of the customary, tooth-type razor. The blade-edge often nicks the tops of the bumps . . . doesn't always shave the whiskers in the valleys close enough.



FLAT, SOLID . . . the Guide Bar on the Schick Injector Razor smooths, flattens and controls the "flow" of the skin, keeps it in *even* contact with the blade-edge. There are no high spots to get nicked, no valleys where whiskers are missed. One reason why your skin doesn't "smart" after a Schick shave, why men call it the most *comfortable* razor they've ever used.

A RINSE . . . AND IT'S CLEAN! Nothing to take apart, unwrap, unscrew, or dry after a shave with the Schick Injector Razor. (Blades change automatically, in a split second.) The highly-polished cutting edge of blade will not rust, corrode or dull between shaves.

MOST WHISKERS GROW IN A TINY "PIT" and, as a result, the point at which the whisker actually *leaves* the skin is below the normal skin line (see arrows). When most razors pass over the skin, the blade's contact with the whisker is not at its base, but some distance above it, which results in "pulling" and "nicking" to get a really close shave.

TO PERMIT SHAVING "BELOW THE SKIN LINE" the Schick Injector Guide Bar depresses the skin around the pit, bringing the whisker "up" slightly. The Schick blade cuts the whisker in this "raised" position, at a point which is normally *below* the skin line . . . yet the skin isn't damaged. One reason for the really *comfortable* shaves you get.



\$2.00
WITH 20 BLADES
(\$3.00 IN CANADA)

A THING OF BEAUTY, as well as a modern shaving instrument is the Schick Injector Razor. Extra quality is reflected in its extra price . . . \$2.00 with 20 Blades. \$3.00 in Canada. Magazine Repeating Razor Co., Bridgeport, Connecticut.

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All Popular 9½'s—but what a difference in leg measurements!



AN ATTRACTIVE THREESOME FROM THE FASHION ACADEMY

Phyllis, Martha and Kay, measuring for the new Realsilk Personal Fit Hosiery.

At the famous Fashion Academy, in Rockefeller Center, they study designing and clothes appreciation. They're serious about their careers and some day we will all probably be wearing their creations.

Their "primitive" foot size is 9½. Primitive because just foot size is stone age stuff. Note difference in ankle, calf and top.

Phyllis { Foot, 9½; Ankle, 7¾; Calf, 11¾; Top, 16; Length, G.

Martha { Foot, 9½; Ankle, 7½; Calf, 12¾; Top, 17½; Length, H.

Kay { Foot, 9½; Ankle, 8½; Calf, 13; Top, 19; Length, K.



Phyllis has the aristocratic type of legs—Martha, the 100% feminine type. Both wear 9½ foot size, but there's a difference of one inch in calf size and one and one-half inches in top size. Enough inchage to take the fit and chic out of any hose.

They take their measurements before they order hose because they're fussy about fashion detail. They say in chic a miss is as good as a mile.

Once you get conditioned to silk hosiery that adds a new dimension to your poise and comfort you don't go back to the one horse shay.

It's the Rolls-Royce feeling of luxury that finally wins you to Realsilk Personal Fit Hosiery. That and style successes. Fashion Academy girls keep their Personal Fit Hosiery under lock and key. It's as personal as a passport.

When the Realsilk representative appears you can order hose by the dozen, half or quarter dozen in the weight you need most

and the color you adore. You are furnished with a convenient measuring gadget and measure yourself at ankle, calf, top and for length. From these measurements, plus foot size, Realsilk selects your own personal hosiery pattern from the hundreds in process. The result is: a minimum of "smoky" areas, a maximum in sheerness; an old age pension in wear.

You can hurry this service to your door if you'll phone the Realsilk branch in your city. Look in your local telephone directory.

REALSILK HOSIERY MILLS, Inc., Indianapolis, Ind.

REAL SILK Shop-at-Home SERVICE

Branches in 200 cities. Fine hosiery and lingerie for women; quality haberdashery for men.

HOW A MAN OF 40 CAN RETIRE IN 15 YEARS



It makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were then. Now, by following a simple, definite Retirement Income Plan, you can arrange to retire fifteen years from today with a monthly income guaranteed to you for life.

Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives. Or, if you should be totally disabled for six months or more, you would not be expected to pay any premiums that fell due while you were disabled, and you would receive a regular monthly disability income besides.

\$150 a Month beginning at age 55

Suppose you decide that you want to be able to retire on \$150 a month beginning at age 55. Here is what you can get:

1 A check for \$150 when you reach 55 and a check for \$150 every month thereafter as long as you live.

This important benefit is available alone; but if you are insurable, your Plan can also include:

2 A life income for your wife if you die before retirement age.

3 A monthly disability income for yourself if, before age 55, total disability stops your earning power for 6 months or more.

It sounds too good to be true. But it is true. There are no "catches" in it, for the Plan is guaranteed by a reliable, old company with over half a billion dollars of insurance in force. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have free-

dom from money worries. You can have all the joys of recreation or travel when the time comes at which every man wants them most.

The Plan is not limited to men of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at any of the following ages: 55, 60, 65, or 70.

How much does it cost? When we know your exact age, we shall be glad to tell you. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

Write your date of birth in the coupon below and mail it today. You will receive, without cost or obligation, a copy of a new booklet, "How to Get the Things You Want." It tells all about

the new Phoenix Mutual Retirement Income Plan. Send for your copy now. The coupon is for your convenience.

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Phoenix Mutual Life Insurance Company
240 Elm St., Hartford, Conn.

Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

LETTERS TO THE EDITORS

\$50 Prize

Sirs:

On pages 49 and 50 of your July 5 issue you again demonstrate your apparently inexhaustible capacity for presenting the unique and interesting thing by showing your readers how "A Ringneck Pheasant is Born."

I wish to offer a \$50 prize to the first photographer who makes available to you similar photographs of the birth—under NATURAL conditions—of the northern quail.

There has been handed down in my family a sort of tradition to the effect that no one has ever seen a young northern quail in its mother's nest. Many oldtimers of the woods and fields have told me the same thing—the theory apparently being that the young quails all come out of the egg at the same time—and on the dead run.

JNO. W. ANDERSON

Gary, Ind.

Locomotive Fans

Sirs:

In your "Speaking of Pictures" section of the June 28 issue, you touch upon one of my favorite subjects for discussion, that of locomotive photographs. As a dyed-in-the-wool engine picture fan, I take issue with you, however, on the statement that water towers are an asset to the picture. After talking it over with other friends down this way, we do agree that our favorite position is when the engine has her rods on the bottom, enough sun to bring out the detail and no obstructions in the line of the camera such as posts, boxes, people, etc. However, all this is just a matter of personal opinion and you can take it for what it's worth.

RUSSELL L. WILCOX

Baltimore, Md.

Sirs:

The locomotive pictures in your issue of June 28 were splendid. I sincerely hope that you will favor us with more of them from time to time.

FRANKLIN M. GARRETT

Atlanta, Ga.

Sirs:

I am one of the many thousands interested in locomotives. It pleased me very much to see the locomotive pictures in the June 28 issue of LIFE.

J. H. COGSWELL

Rome, N. Y.

Locomotive Wheels

Sirs:

The scientific "proof" (page 13 of June 28 LIFE) that bottom spokes of locomotive wheels move more slowly than the upper spokes of the same wheel, proves nothing.

The photographer, probably by intention, held the camera so that the horizontally moving aperture in its curtain shutter followed the direction of the engine's progress.

The bottom spokes were opposing the shutter and were caught instantly, therefore sharply, on the film, while the top spokes followed the shutter opening for a brief period, allowing the reflected light to travel slightly upon the

(continued on p. 14)



● THIS SUMMER, for smartness, your toes must twinkle on the beach or dance floor, with the same rosy glow that enhances your finger-tips.

ASK YOUR MANICURIST to apply this marvelous polish in these new shades, or try a regular-size bottle on our money-back guarantee. 50 cents the bottle in United States and Canada.

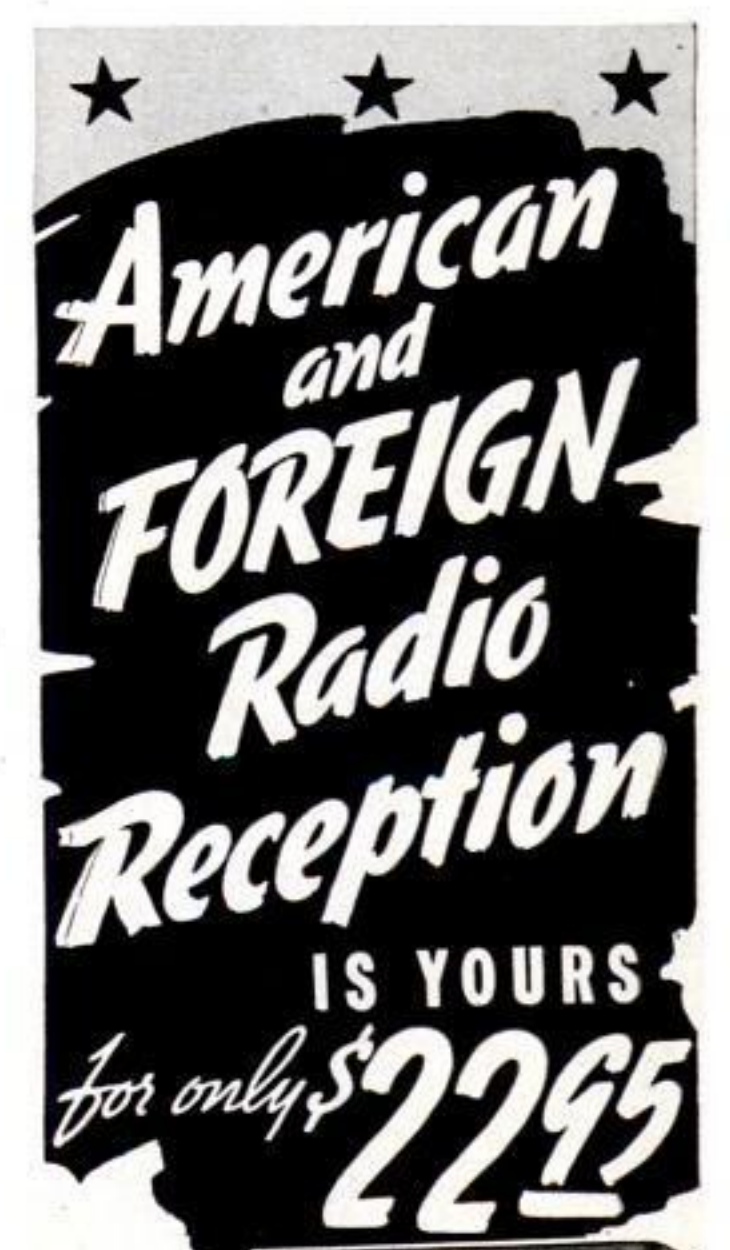
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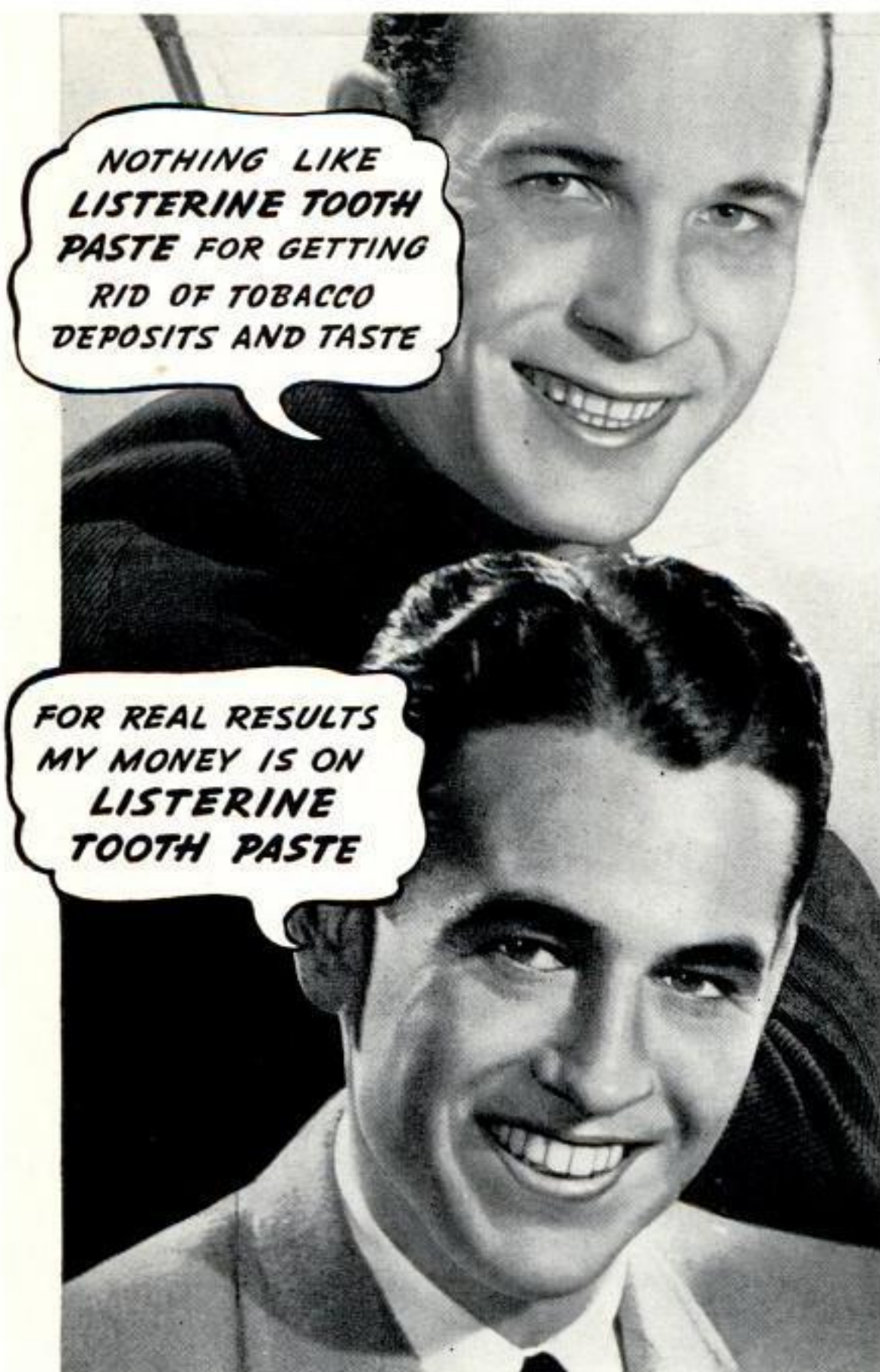


Compact
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CROSLY FIVE R

YOU'RE THERE WITH A CROSLY



TAKE THE

Tobacco

FROM YOUR TEETH

Let your mouth wake up and live

A million men are chanting the praise of Listerine Tooth Paste

Why not start using Listerine Tooth Paste right now? We'll wager you will like it better than any you've ever used. A million men say here's a dentifrice with real action . . . real results. And real economy, too. Think of it! more than $\frac{1}{4}$ pound of first-rate dentifrice in the big 40¢ tube.

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Your wife probably knows about Listerine Tooth Paste, if she follows the news. It's a favorite of professional beauties of the New York studios who "live by their smiles"—girls who simply can't afford to risk the beauty of their teeth. Its results are so amazing that these glamour women actually call it their "beauty bath for teeth."

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NO matter what type of cream you are now using, we urge you to try Listerine Shaving Cream made by the makers of Listerine. Your druggist has it.

Facing the toughest kind of competition, we did not dare offer Listerine Shaving Cream until we were sure it was better—a cream suitable for both dry and oily skins. Into it we put all the quality we knew and priced it exceptionally low—twenty-five cents.

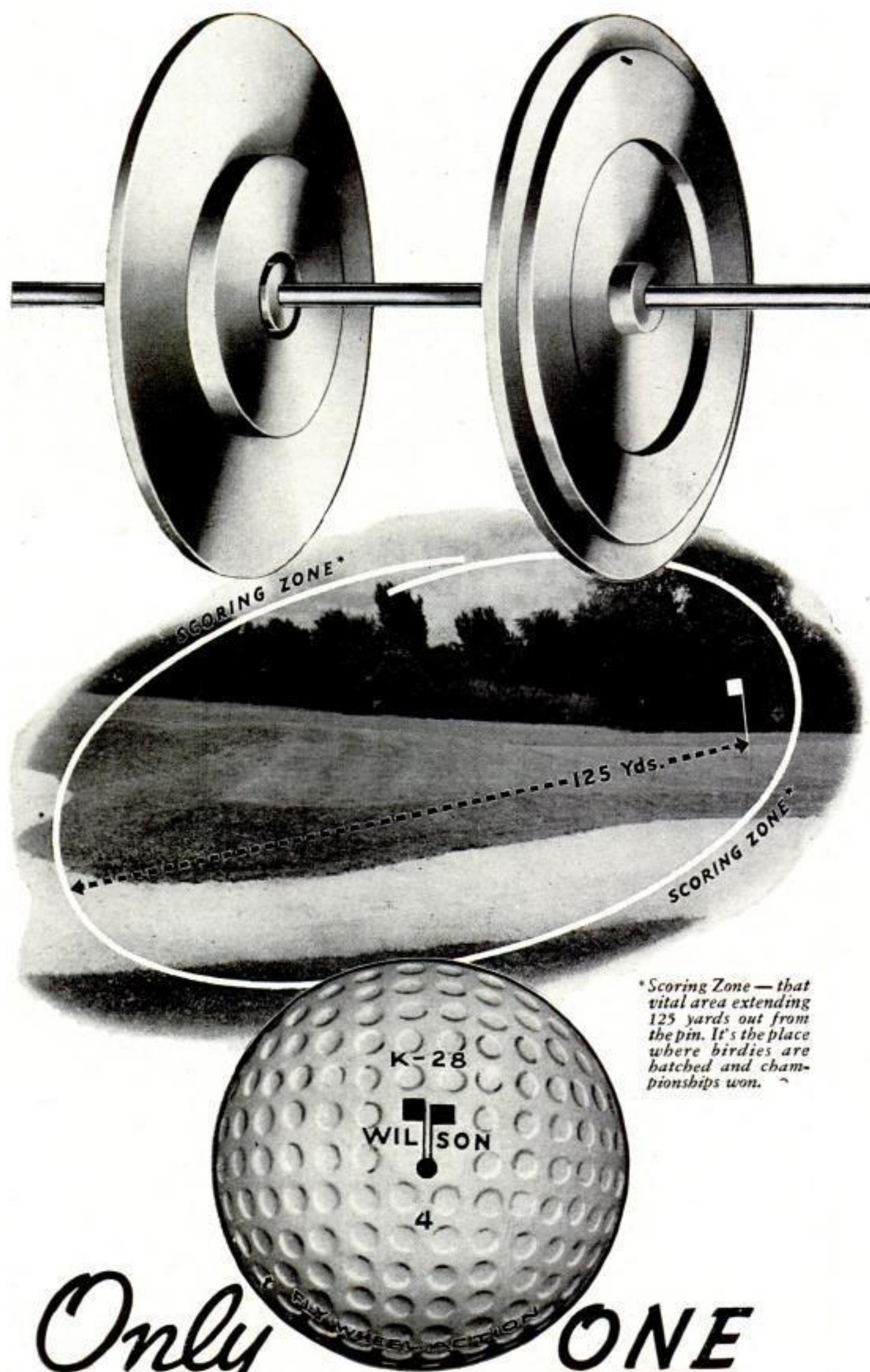
Now men who used to be the worst cranks in the country about their shaving cream say it is the best value on the market. You will like the same things about it they like—the rich, aromatic, beard-wilting lather that springs up and *stands up* whether you use hot, luke-warm or cold water. Actually twenty-four quarts of soothing lather to the tube.

You will like the easy, gentle, painless way the razor slides over the face on a film of glycerine—Nature's oldest balm. There is positively no tugging, no pulling, no irritation, no rawness. After shaving, your skin still feels pliant and soft.

LAMBERT PHARMACAL COMPANY
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Wilson

GOLF EQUIPMENT

DISTANCE, PLUS SURPASSING SCORING ZONE* ACCURACY

The surpassing performance that started Hol-Hi K-28 on its victory parade in 1936 was due to fly-wheel action. That, too, is the reason for its victories in 1937. Chief among these are:

METROPOLITAN OPEN, May 16, won by Jimmy Hines, playing New Hol-Hi K-28 and Wilson Clubs. • **P. G. A. CHAMPIONSHIP**, won by Denny Shute, with Jug McSpaden runner-up, both playing the New Hol-Hi K-28 and Wilson Clubs. • **NATIONAL OPEN**, won by Ralph Guldahl, with a record 281, playing Hol-Hi K-28 and Wilson Clubs. • **WOMEN'S WESTERN OPEN**, won by Helen Hicks, playing New Wilson Hol-Hi K-28, Wilson-Helen Hicks Woods and Irons.

Players mentioned are retained on Wilson's advisory staff.

"It pays to play"

WILSON
SPORTING GOODS CO.
Chicago, New York and
Other Leading Cities

LETTERS TO THE EDITORS

(continued)

film surface before being cut off. The blurred effect is the result.

F. F. SPALDING

Boston, Mass.

Sirs:

So the top spokes of a locomotive wheel move faster than the bottom ones? I have always thought that the reason some spokes in a wheel are more blurred than others in some photographs is due to a peculiarity in the action of the blades of a between-the-lens shutter.

Had the cameraman held his camera upside down the blurring would have been seen in the bottom spokes.

JOHN NICHOLS

Grand Rapids, Mich.

Sirs:

The bottom spokes do move slower in going by some point on the rails, in fact the very bottom spoke doesn't move at all, any more than does your foot when you put it on the ground then take a step forward with the other. The top spokes move forward at the same rate of speed as the locomotive. Both the top and bottom spokes move around the axle at the same rate of speed, of course.

LLOYD M. SOUTHWICK

Edinburg, Tex.

LIFE's statement was correct. The camera shutter had nothing to do with the phenomenon. Reason: when a locomotive moves, that part of its wheel which touches the rail stands still during the brief instant of contact with the rail. If it did not, the wheel would slip and skid. To compensate, the diametrically opposite point of the wheel must and does move at a much faster rate. Better than the analogy of the man walking is the analogy of the man turning cartwheels. When his hands touch the ground, they stand still. But his feet are in motion and, in this case, his knees move faster than his elbows.—ED.

Corn Cover

Sirs:

You had one helluva fine picture of a corn stalk on the cover of July 5—but to make it more natural in some of the corn fields out here in the West, you should have had about a dozen nice big fat grasshoppers climbing around.

C. A. DARR

Mildred, Kan.

Sirs:

May I congratulate you on the cover for the last number of LIFE, July 5? It is such a relief to have a graceful, growing plant, like corn, instead of the hideous covers which have been used recently.

NINA D. GAGE

Newport, R. I.

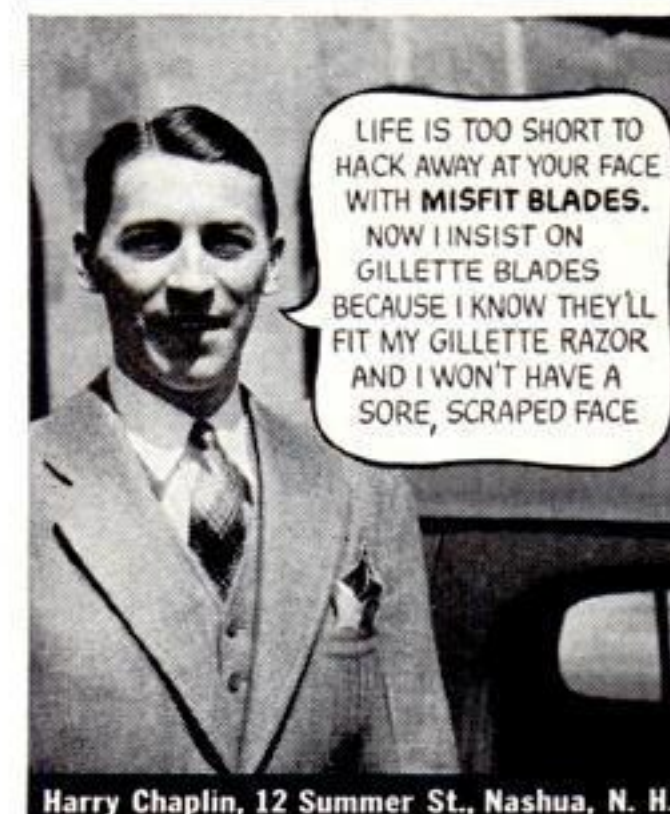
"Misfit Blades Made My Face Smart, Burn"

—says Seattle man

Here's Why Men Are Switching Back to the "All-Gillette" Shave



J. H. Miller, 616—21 Ave. N., Seattle, Wash.



Harry Chaplin, 12 Summer St., Nashua, N. H.

Easy to Get Smooth Shaves —when razor and blade match

MEN, if you are getting poor shaves, don't be surprised if the blades you are using are misfits! MISFIT blades do not fit properly in your Gillette Razor. An over-exposed shaving edge may scrape and irritate your skin; while too little shaving edge means a "spotty", unclean shave. Play safe! Always use a genuine Gillette Blade in your Gillette Razor. These two are made for each other. They are matched as carefully as the parts of a fine watch to assure you smooth shaves always. Buy a package of Gillette Blades for your Gillette Razor today.



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When a nickel goes a long way

5c—2 GLASS SIZE
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That *Natural Flavor* in Hires comes from delicious Root Juices

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
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ALTHOUGH its price is low, due to quantity production, the quality of Hires is unfailingly high. For 64 years, it's been famous for its real root juice

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It tastes so good - It's good for you



"DAD, WHERE CAN I GET A STRING THAT WON'T STRETCH?"

A typical example of Goodrich product development

YOU'VE answered every other question an active little mind could think of, but how about this one? Junior wants to put in a private line to Billy's house; he doesn't like wire or rope. Where can he get a string that won't stretch?

Serious-minded engineers of the rubber industry have long wanted a "string that won't stretch." It was needed for

making V belts—those lithe cord-and-rubber belts, operating in V-shaped grooves that run your refrigerator, washing machine, the fan on your car or the heavy machinery in your plant. If a belt stretches it begins to slip. The more it slips the faster it wears out.

Goodrich technical men have attacked the problem of cord development just as they attack rubber development.

After months of scientific experiment they developed a new treatment that makes cord practically stretchless. Goodrich V belts made of these new cords are lasting twice as long under a given set of conditions as those of even two years ago.

Development work at Goodrich is steady and constant. It is applied to all kinds of rubber goods—belting, hose, packing, rolls, tank linings, many other products, some of them new, un-

dreamed of a few years ago. Goodrich distributors can tell you about the latest improvements in any Goodrich product that interests you. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *product problems* IN RUBBER

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Our residential customers pay 21% more for food, clothing, and housing than they did at the bottom of the depression. They pay 23% less for electric service, 10% less for gas.

Largely because of these reductions, the average family pays only about 10 cents a day for Associated electric or gas services. This is less than tobacco or soft drinks take out of the family budget.

As the result of reductions in electric and gas rates made since 1932, our customers save \$9,842,000 a year on their bills for service.

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1933	2,215,000
1934	1,268,000
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1936	2,116,000
Customers Save Annually \$9,842,000	





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APPARATUS TO GIVE YOU GOOD SER-
VICE... BELL SYSTEM SERVICE IS BASED
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* Makers of Bell telephone apparatus for more than 50 years.



LIFE

Vol. 3, No. 4

JULY 26, 1937



HEADLINES PROCLAIM THE RISE OF FASCISM AND COMMUNISM IN AMERICA

Beginning with the sit-down epidemic and crescendoing throughout the steel strike, 1937's headlines have shrilled and boomed with alarms of the growth and imminent armed clash of fascist and communist forces in the U. S. Rumor has followed rumor of vigilante bands swarming up in the midland to fight militant, Red-inspired workers. Excited anti-unionists have repeatedly flung the epithet "Communist" at John L. Lewis and his C.I.O., got back "Fascist" in return.

Meantime non-alarmist, democracy-loving citizens have scratched their heads.

Thoughtful ones recalled that real Communism is an arduous doctrine and discipline which has only 45,000 adherents in the U. S., that prerequisites of real Fascism are usually a genuine proletarian menace, a middle class driven to despair by disorder and want, and a leader. None of these has yet appeared convincingly in the U. S. But when the responsible New York Times front-paged "Right and Left Extremists Head Michigan Labor War," it was time to take notice. For a pictorial account of the struggle to date, see the following pages.

VIGILANTES BAND AS NATION RINGS WITH RED ALARMS

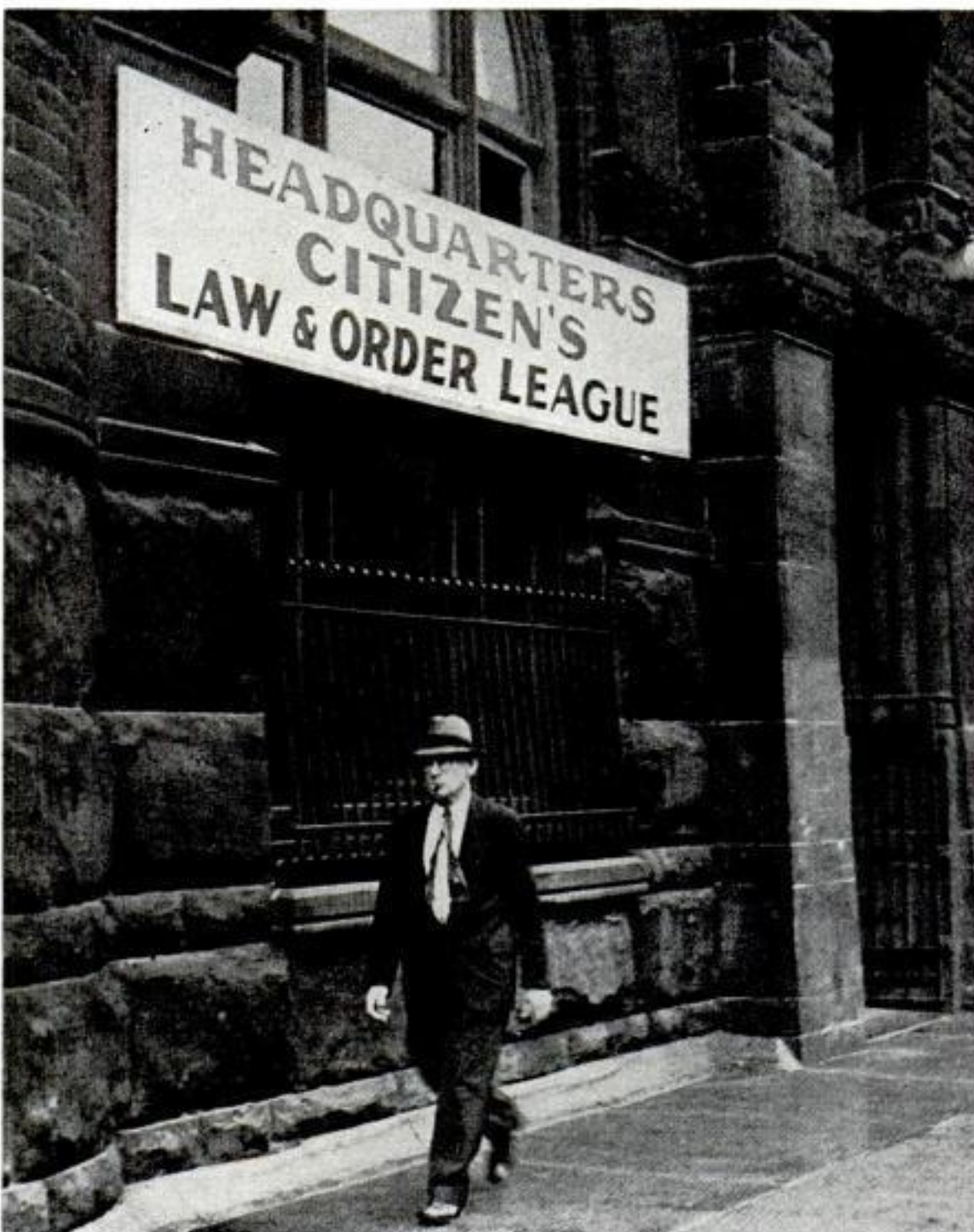


"Stamp those Goddam Communists out of the Labor movement!" cried Labor-loving Gov. George Earle of Pennsylvania to steel strikers & sympathizers at Johnstown July 4.



Only evidence of Communism at the Johnstown meeting was boys hawking the *Daily Worker*. The Governor's listeners cheered. He had already helped Labor by closing John-

stown's struck Bethlehem Steel plants for six days with martial law when anti-unionists claimed the strike was nearly broken. Furious, they started the "Johnstown Plan."



The vigilante spirit has been attested by "law and order" signs like this one of a Canton, Ohio league whose members promise to "bear arms." But vigilantes have shown little inclination as yet to risk their skins.

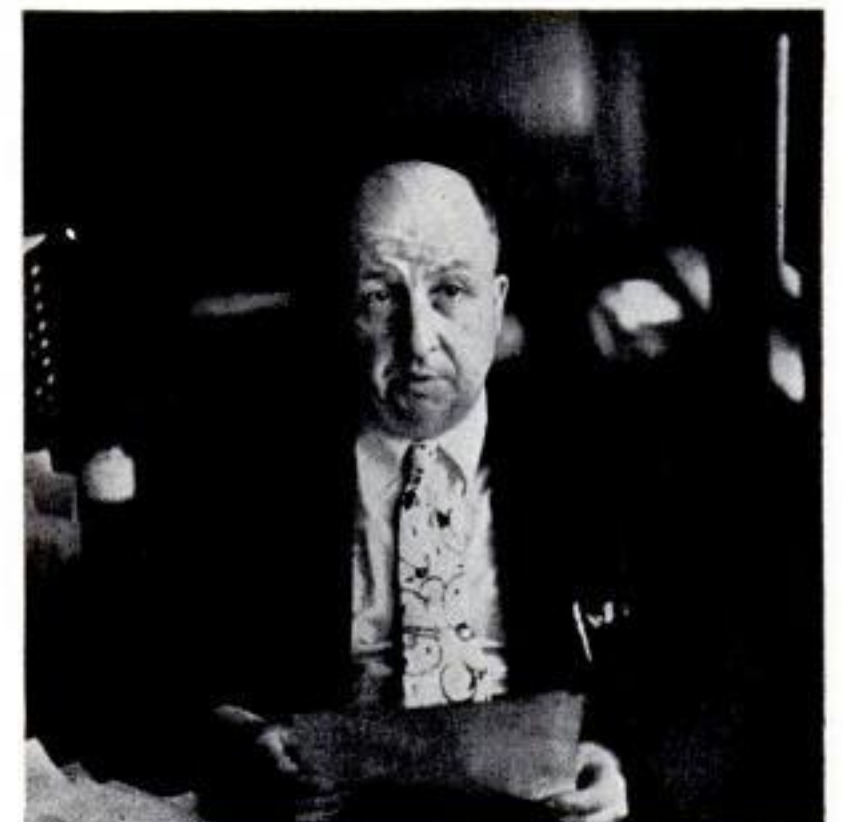
On July 15, some 200 citizens from a dozen States met at Johnstown, Pa. in response to messages from a Johnstown Citizens' Committee warning that "what has happened here can happen anywhere" and proposing a "Johnstown Plan" to prevent it. What had happened in Johnstown was Governor Earle's declaration of martial law June 19, closing the struck Bethlehem Steel plant. The meeting had been backed by a \$60,000 advertising campaign.

After a few hours of denouncing and deploring President Roosevelt and Governor Earle, the Johnstown assemblage adopted a set of resolutions whose preamble was a perfect definition of vigilanteism. They resolved that since elected officials had failed to enforce the law as they interpreted it, it was therefore their "patriotic duty" to organize nationally and do the enforcing themselves.

Vigilantes always consider themselves patriots preserving the national welfare against radical masses and weak officials. So do fascists. None of the Johnstown resolutionists, however, proposed to march out and start some of the bloody anti-Communist street fighting by which Mussolini's Blackshirts and Hitler's Brownshirts started their rise. Chosen for an organization committee were a Johnstown preacher, an Afton, Okla., preacher, a Washington farm-paper editor, a South Yarmouth, Mass. retired engineer and a New Yorker who described himself as "just a patriot."



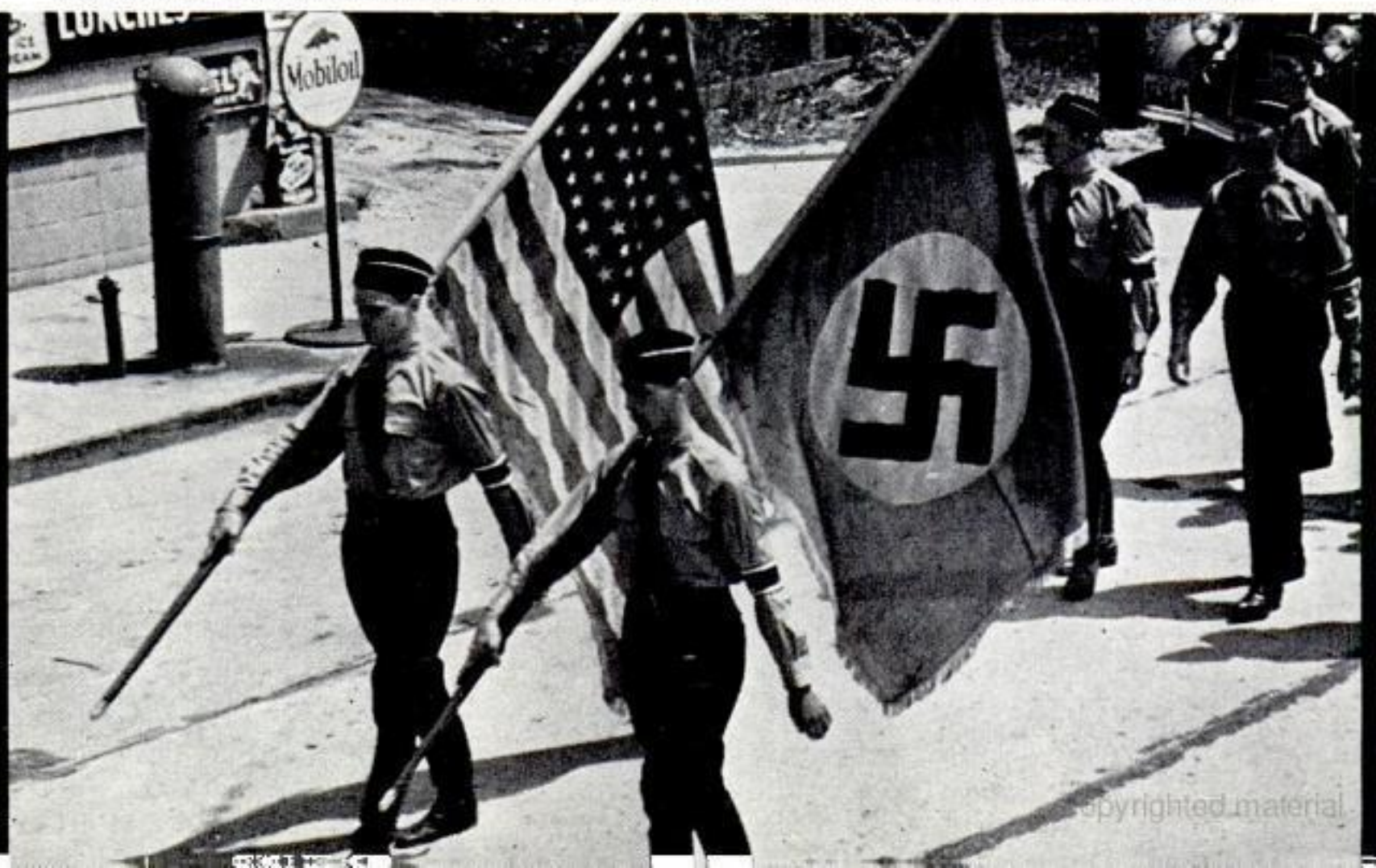
This modest sign in a Johnstown bank building marks the headquarters of the "Johnstown Plan" for a nationwide vigilante organization.



Secretary of the Citizens' Committee is Lawrence W. Campbell, who earns his living as director of the Johnstown Chamber of Commerce.

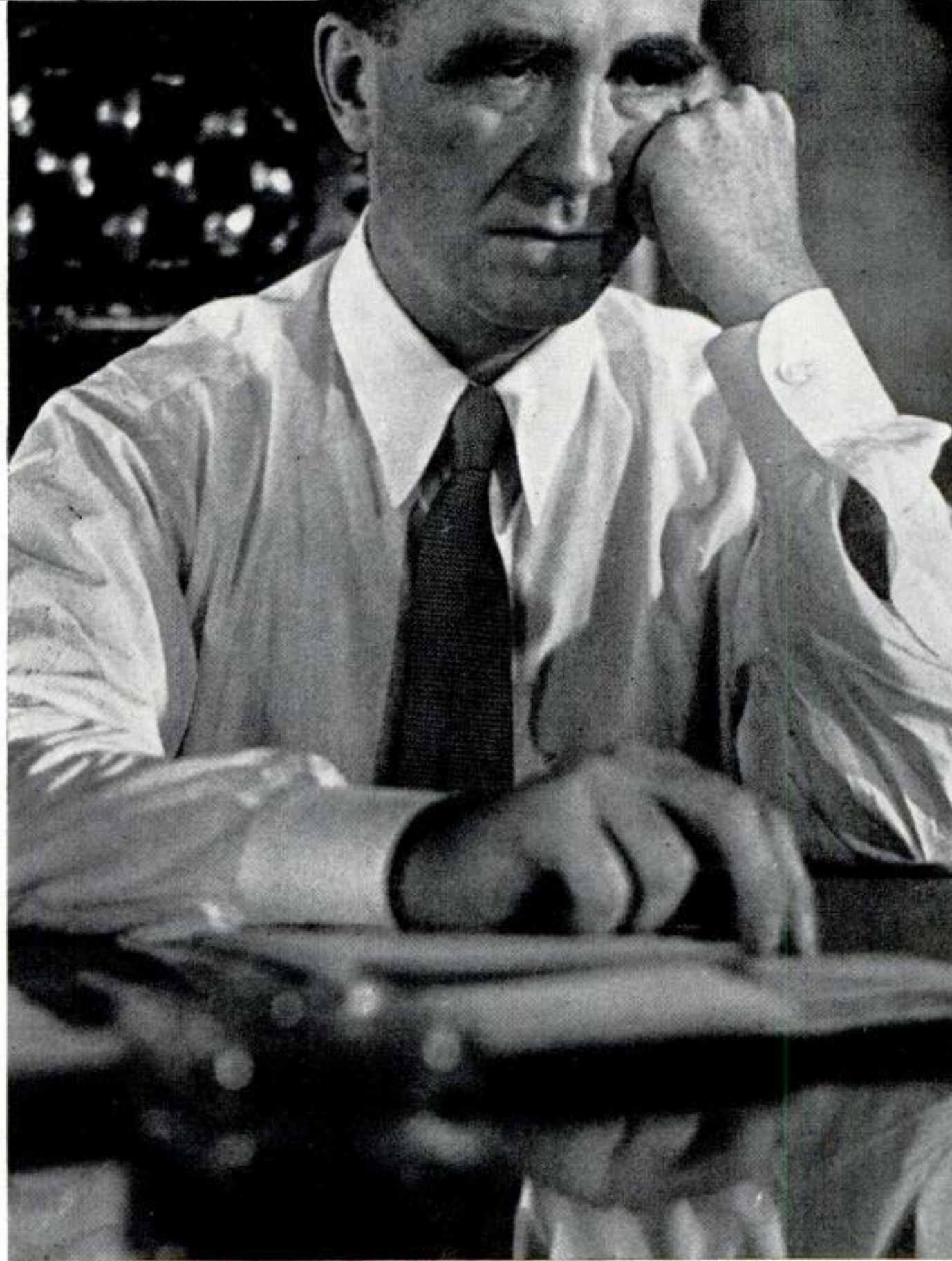
A ghost stirred in Atlanta July 11 when Imperial Wizard Hiram W. Evans of Ku Klux Klan (below) declared "the Klan will ride" against Communism and C.I.O.

American Nazis are the members of the Amerikadeutscher Volksbund (200,000 claimed) who wear snappy uniforms and stolidly carry swastika flags around country roads outside big cities.





A friend of Labor, Governor Frank Murphy of Michigan (centre) has been at the storm-centre of the greatest Labor upheaval in this Century. Critics have blamed his refusal to use force against strikers for Michigan's vigilanteism, which made its first spectacular appearance when armed Monroe townsmen (top, right) dispersed pickets (top, left) around the Newton Steel plant in a sharp battle on June 10. A brief C.I.O. general strike in Lansing June 7 helped call forth anti-union Law and Order Leagues in Lansing (below) and at least nine other Michigan cities.



Professional alarmists like the "Constitutional Educational League" of New Haven, Conn. which puts out the pamphlet whose cover appears above, insist that C.I.O. is a Communist-dominated body. Governor Murphy ridicules such talk, but deprecates the troubling influence of the few Communists who indisputably belong to John L. Lewis' outfit. A firm believer in the democratic process of law and reason, Governor Murphy equally deprecates Michigan vigilanteism, believes it a grave, but only potential, danger.

Citizens of Lansing:
Law and Order Is the Basis for the
Protection of Your Lives, Liberties and Property

You, as an American citizen are accustomed to the legal and orderly solution of the problems of our community.

Times may change but true Americanism demands that law and order shall always prevail.

With this objective we have sponsored the Law and Order League to carry out the following purposes:

1. Strict enforcement of existing laws to maintain the orderly conduct of individual and business affairs.
2. To supply law enforcement agencies with sufficient volunteer personnel to carry out their duties under all circumstances.
3. To uphold the courts by the assurance that due process of law shall not be interrupted.

If you believe that the purposes of the Law and Order League are worthy, and if you are willing to help carry out these purposes fill in the coupon and mail.

LAW AND ORDER LEAGUE

Project W. 401

A Russian Fascist, self-styled, is Count Anastasi Vonsiatsky (seated), who drills troops at Thompson, Conn., aims to overthrow Stalin.

Colonel Victor McLaglen, movie actor, reviews his Hollywood private army, now reorganizing.

The Black Legion, Klan imitation, appeared in Michigan last year, was squelched by ridicule and prosecution.



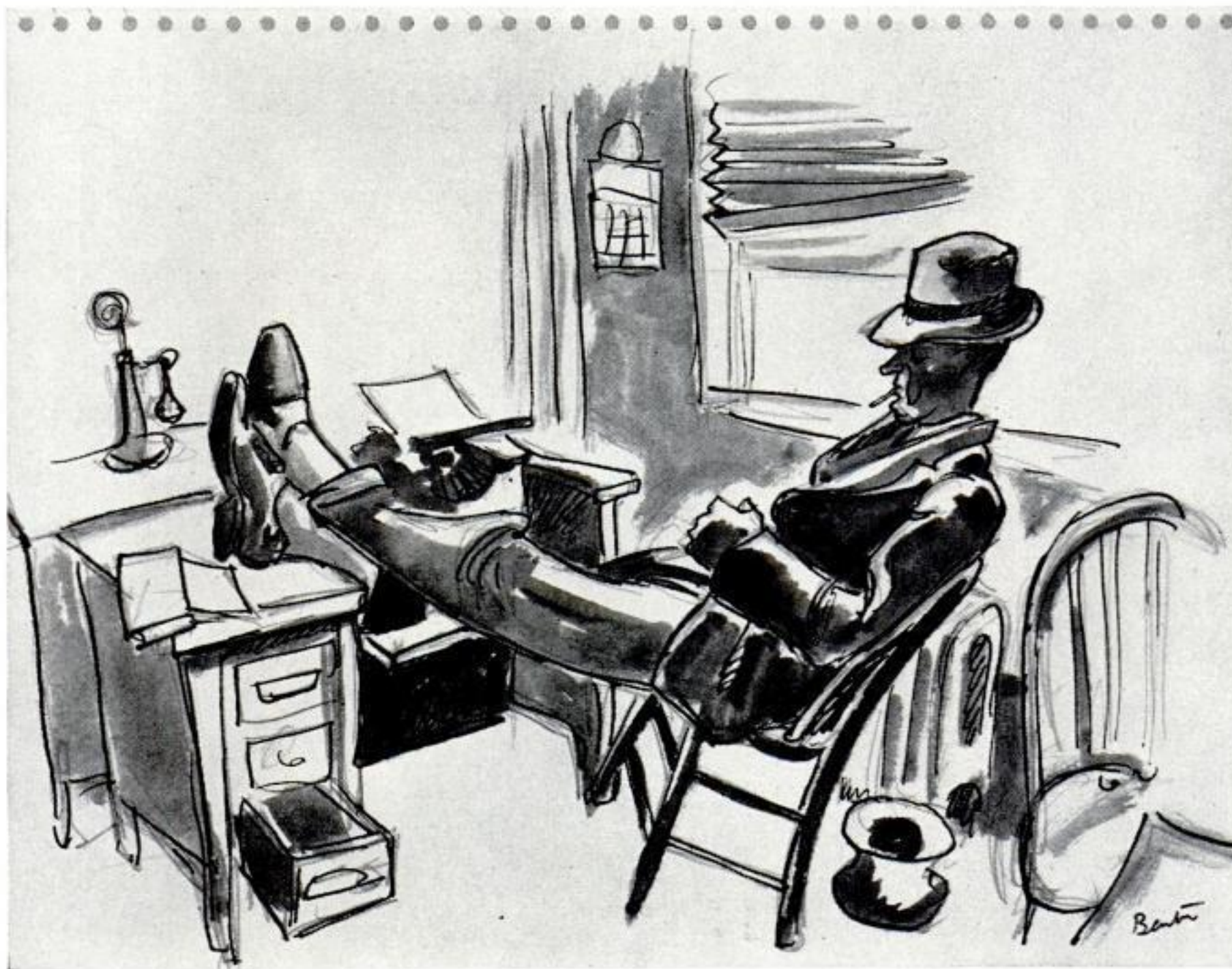
ARTIST THOMAS HART BENTON HUNTS COMMUNISTS AND FASCISTS IN MICHIGAN

By mid-1937, rumors of the clashing rise of communism and fascism in America's industrial midland had grown so urgent that the imperturbable New York Times assigned one of its ablest reporters, F. Raymond Daniell, to investigate. He sped to Michigan, turned in an alarming report of a State verging on civil war. Solemnly he pointed out that "both armies are highly mobile" and "it is a rare household that has not at least one deer rifle or shotgun."

LIFE then decided to see for itself. For eyes it picked famed Thomas Hart Benton, not only because he is perhaps the ablest living painter of the American scene (LIFE, March 1) but also because he, great-great-nephew of Missouri's first Senator, is a serious student of that scene. Guided by a seasoned Detroit reporter, Painter Benton pursued his search over the July 4 week-end. The resulting sketches, with captions by Benton, you see on these pages.



SURROUNDED BY CURIOUS YOUNGSTERS, MR. BENTON MAKES SKETCHES FOR LIFE IN DETROIT'S SCHWABEN PARK



1—"BATTLE FRONT OF REVOLUTIONARY MICHIGAN"



2—"PROLETARIAN DREAM OF THE FUTURE—WHO IS HE?"



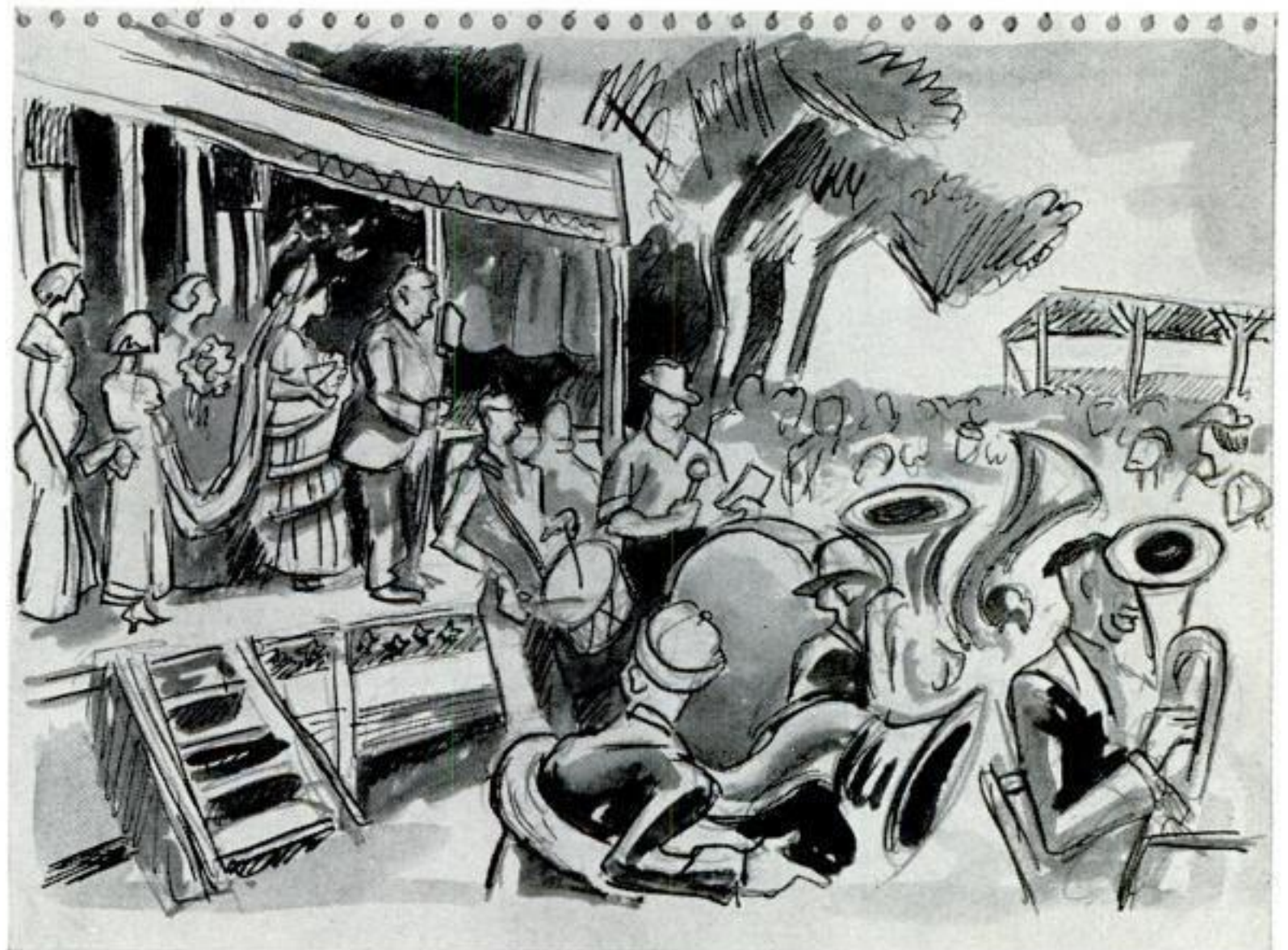
3—"MICHIGAN COMMUNISTS AND THE FASCIST SALUTE"



5—"LABOR LINE-UP IN MICHIGAN"



4—"WORKERS! YOU'VE NOTHING TO LOSE BUT YOUR CHANGE"



6—"PROLETARIAN WEDDING—MICHIGAN-TENNESSEE STYLE"

Shunning the ease of an out-of-town newshawk whom they found reporting Michigan's "revolution" from the rear (Sketch No. 1), Thomas Benton and his guide set out for Pengelly Hall, United Automobile Workers headquarters in Flint. Often compared to Leningrad's Smolny Institute, nursery of the Russian Revolution, Pengelly showed nothing more sinister than workmen and women musing and talking over their beer (Sketch Nos. 2, 11, 14). Assured by conservatives that they would see a real "communist outing," Benton and guide proceeded next day to a big U.A.W. picnic in Flint Park. No red flags were in evidence, but the investigators did see "communists" give a Fascist salute in response to a speaker's query (3). They also saw picnickers crowding around the game concessions (4); children lining up at the gate of

the baseball diamond (5); a unionist being publicly married by a Tennessee hill-billy preacher (6); assorted merrymakers just eating and loafing (9, 10, 13, 15, 16).

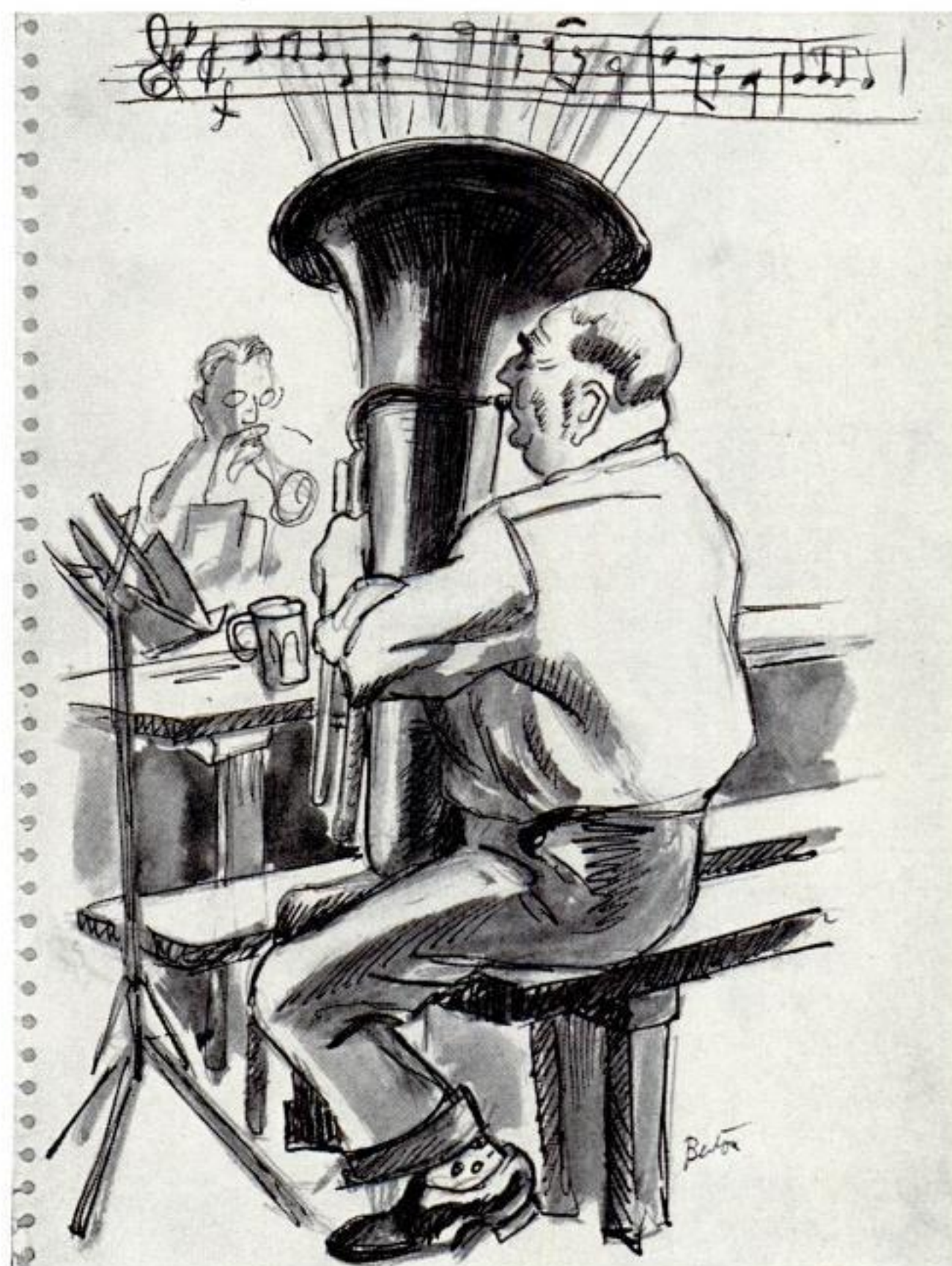
Painter and guide now turned their search toward Fascism. Just outside Detroit they discovered Schwaben Park, one of the many woodsy hideaways where they had heard that German-Americans, "undoubtedly Nazis," were regularly engaging in uniformed parades, firearm practice, mounted drill. Schwaben's gatekeeper (7) invited them to beer and pretzels. Inside they were treated to the sight of fair-haired children riding ponies and popping air rifles while their elders listened to the music of a brass band (8, 12). Trudging on, LIFE's investigators tracked down American Legionnaires, reputed backbone of Michigan's vigilante movement, parading lustily at a Rose Festival in suburban Roseville (17).

CONTINUED ON NEXT PAGE

"MENACES" TO MICHIGAN DEMOCRACY AS SKETCHED & CAPTIONED BY TOM BENTON



7—"THE HITLER INFLUENCE IN MICHIGAN"



8—"THE NAZI UPHEAVAL IN MICHIGAN"



9—"REDS AND RED-HOTS"



10—"WAITING FOR THE REVOLUTION BY THE MONKEYHOUSE"



11—"TACTICAL DISCUSSION IN FLINT'S SMOLNY INSTITUTE"



12—"ADDITIONAL EVIDENCE OF THE NAZI UPHEAVAL IN MICHIGAN"



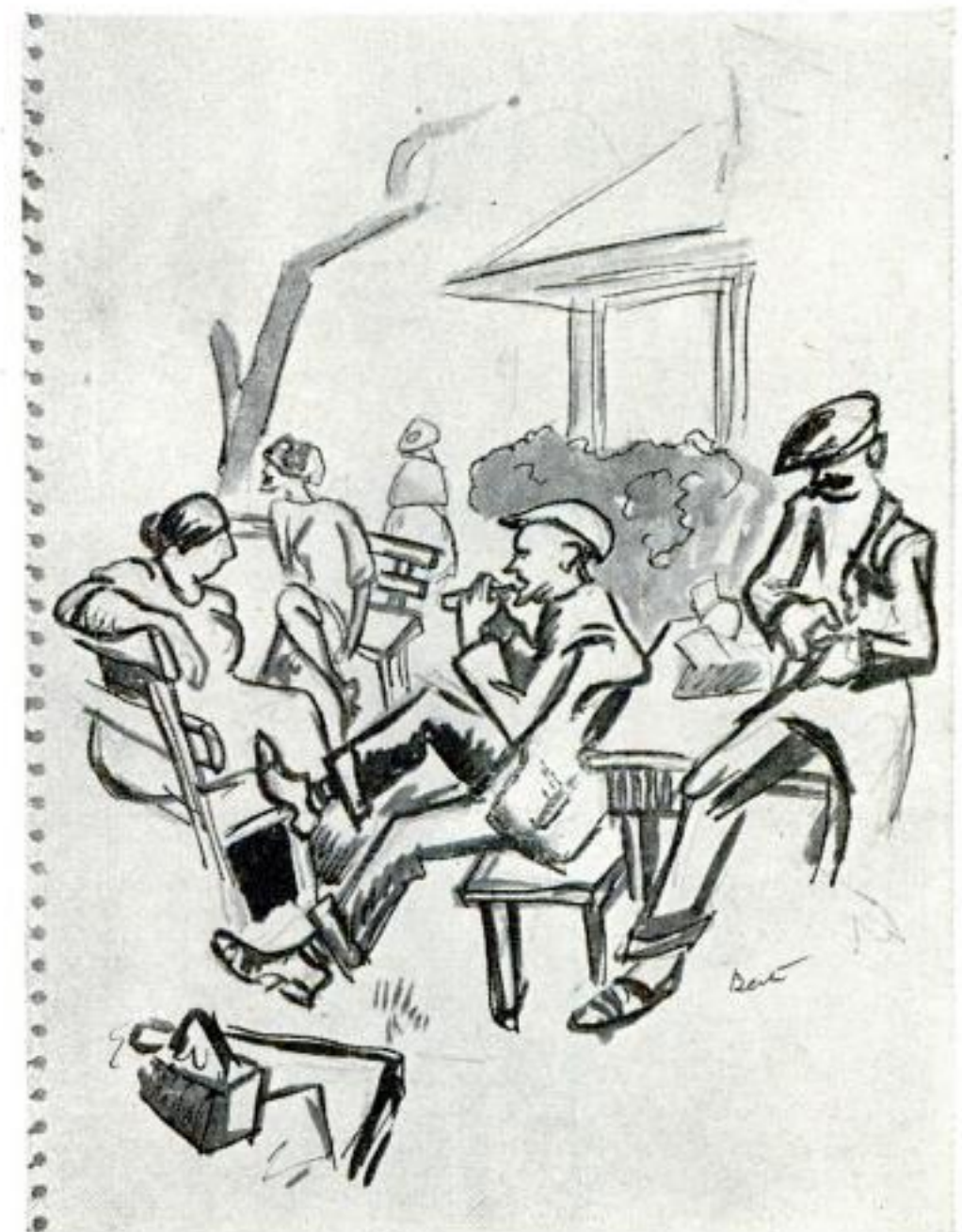
13—"MICHIGAN'S EMBATTLED WORKERS"



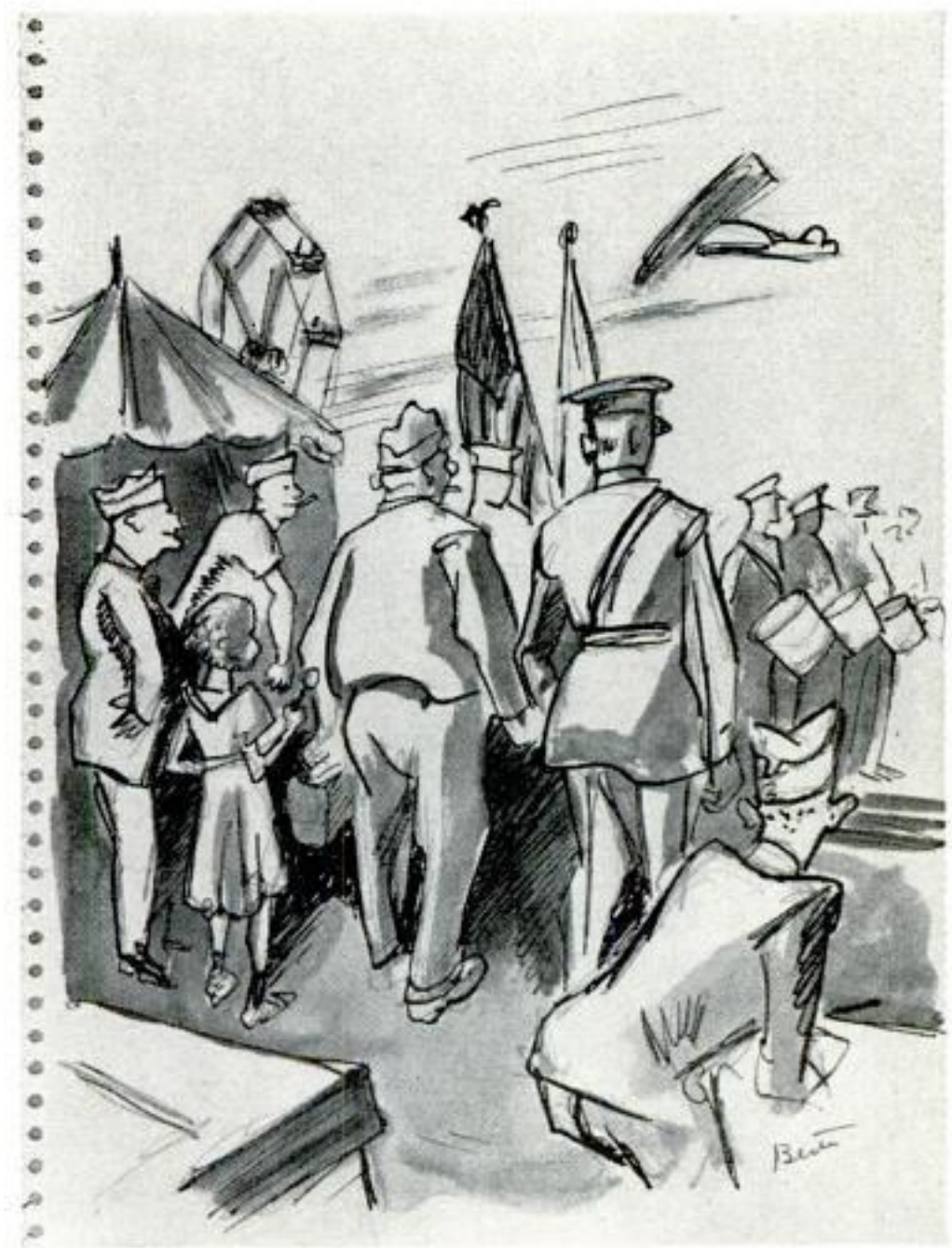
14—"THE REVOLUTION IN PENGELLY HALL, FLINT'S SMOLNY INSTITUTE"



15—"SOLIDARITY"



16—"FIGHTING TO THE LAST IN MICHIGAN"



17—"LAW AND ORDER IN MICHIGAN"

"COMMUNISM": A LOOSE EPITHET AND A TIGHT LITTLE PARTY IN THE U. S. (continued)



Americanism, with themselves as the only inheritors of American Revolutionary spirit, is the new watchword of U. S. Communists as they work for a union with Socialists, liberals, workers and farmers in a Farmer Labor party. Above, headquarters reception room.



Internationalism remains the Communist ideal, despite the Party's recent tactical concessions to current realities. Above is the Daily Workers pamphlet file, with four drawers devoted to the Soviet Union, Spain, Trotskyism, Joseph Stalin & friends, and one to War.



The high command holds council beneath portraits of Stalin and Karl Marx. Second from left sits Earl Browder, onetime Kansas bookkeeper, General Secretary (boss) of the Party. On his left is the ailing oldtime leader, William Z. Foster, who still writes, advises.

Of all the visible and rumored organizations promoting U. S. radicalism or reaction, the only significant one tangible enough to be recorded by the camera is the Communist Party of the U. S. It is real. Its headquarters and officers may be seen by anyone who goes to No. 35 East 12th Street, just off Union Square, in New York City. It conducts its propagandizing openly, with a noise and vigor which gets it attention out of all proportion to its size. After 18 years of earnest proselyting, there are only 45,000 real Communists—members of the Party—in the U. S.

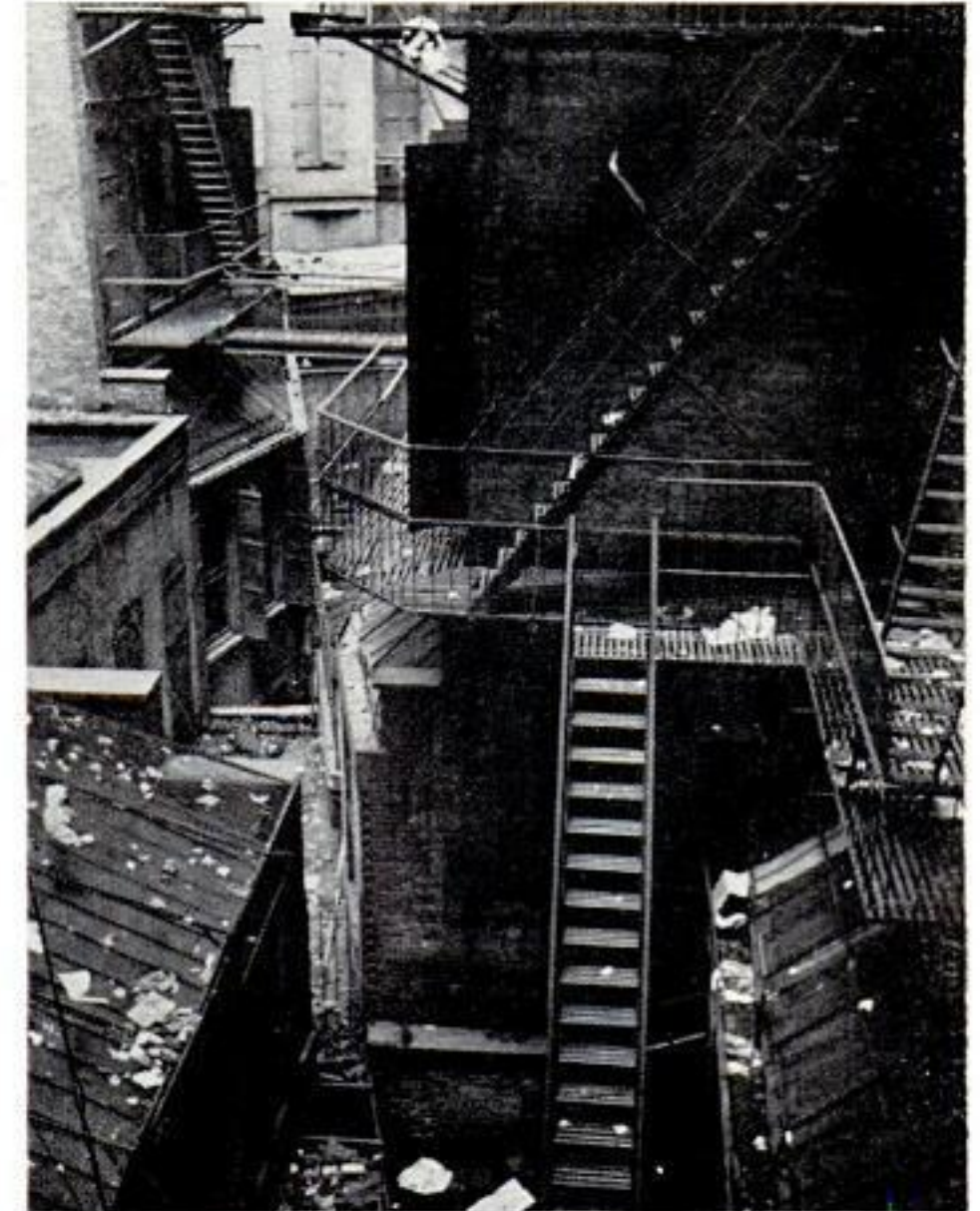
Though the word "communism" is loosely bandied about in the U. S., to be a real Communist in good standing is no easy job. It lacks the age and sanctity of its great castigator, the Roman Catholic Church but the Party is the Church's full equal in zeal, dogmatism and authoritarianism. U. S. Communists worship the gospel of Karl Marx as interpreted by his Sts. Peter & Paul, Lenin and Stalin. They are ruled by a complex hierarchy which heads up in Moscow as the Church's does in Rome. Heresy, consisting of any deviation from "the line" laid down by that hierarchy, is punished by instant expulsion from the Party. At the 1935 Communist World Congress in Moscow a new line was laid down, whereby the Party in every land would cease fighting all other radicals and liberals, try instead to align them in a United or Popular Front. Working toward that goal, U. S. Communists have since tried strenuously to drop their alien, polysyllabic jargon and "talk American." In the past year the party has won 5,000 converts.



A martyr is indispensable to any crusade. Angelo Herndon, who was saved by the Supreme Court from 18 years on a Georgia chain gang, here dandles a comrade's baby.



The Daily Worker, the Party's fiery, class-angled newspaper, has 40,000 circulation. But comrades must campaign endlessly to make up an annual Worker deficit of \$100,000.



This is what Communists see when they look out a rear window of their national headquarters. People who disagree with them complain that things like this are all they see.



MOTHER BLOOR: U.S. COMMUNIST HEROINE

Ella Reeve ("Mother") Bloor is the grand old woman of the U. S. Communist Party. She represents the best in Communism—its unswerving determination to make life happier for the world's unfortunates. Having served her cause for 45 years and been arrested for it 36 times, Mother Bloor at 75 is a lively, indefatigable propagandist and member of the Party's ruling Central Committee.

LIFE ON THE AMERICAN NEWSFRONT: LEADER ROBINSON'S DEATH BRINGS SENATE CRISIS



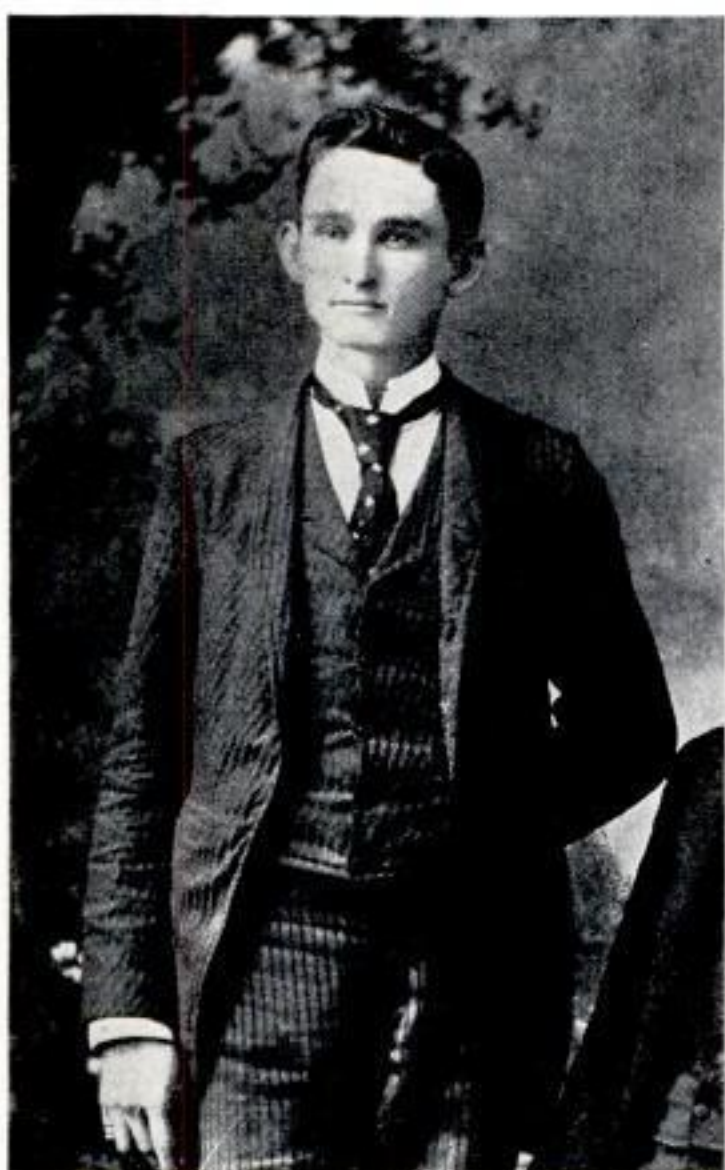
"A PILLAR OF STRENGTH IS GONE. A SOLDIER HAS FALLEN WITH FACE TO THE BATTLE."—PRESIDENT ROOSEVELT

On the morning of July 14, a Negro maid found lying on the floor of his Washington bedroom the pajama-clad body of Senator Joseph Taylor Robinson of Arkansas, dead at 64 of a heart attack. Future historians may well conclude that not since the assassination of Lincoln did any statesman's sudden death so sway the course of U. S. government and politics.

Said President Roosevelt: "A soldier has fallen with face to the battle." The Arkansas conservative who became the New Deal's leader in the Senate was in the truest sense a soldier, who submerged his own views in blind loyalty to his commander, who fought his commander's battles with all his hulking strength. When he died, Senator Robinson, whose lifelong ambition had been to sit on the Supreme Court, was fighting the battle of his commander's life; fighting against

a rising tide of Democratic rebellion to push through the Senate the President's plan to remake the judiciary. Many a colleague declared that Joe Robinson, fighting on despite repeated warnings of ill health, had given his life to the battle. His death not only robbed the President of his field marshal, but also heightened the imminence of an irremediable Party split over the Court Plan by forcing Democratic Senators to a choice of his successor as Majority Leader.

Said Democratic Senator Wheeler of Joe Robinson's death: "Had it not been for the Court bill he would be alive today. I beseech the President to drop the fight lest he appear to fight against God." Franklin Roosevelt's answer was to send, in the shocked lull following Robinson's death, a letter to Acting Majority Leader Barkley asserting that it was Congress' "duty" to pass his bill.



A fledgling lawyer, Joe Robinson won fame overnight in 1894 when he persuaded a Lonoke County, Ark. jury to acquit seven Negroes accused of murder. They paid him \$100 apiece.



Robinson's first law office was beside the grocery store in Lonoke, Ark. His passionate oratory carried him swiftly up through the Legislature, U. S. House and Governorship to the Senate in 1913. In 1928, he ran for Vice President with Al Smith. President Roosevelt had reputedly promised him his dearest wish, appointment to the Supreme Court.



Joe Robinson's bride in 1896 was Ewilda Miller. She may now be appointed to his vacant seat, to join Hattie Caraway, also a Senator's widow, as Arkansas' second woman Senator.



One day before Senator Robinson died, Chairman Hatton W. Sumners (*above*), of the House Judiciary Committee, dealt the Senate Leader's hopes a heartbreaking blow. It had been supposed that if the Court Bill could be jammed through the Senate, the House would pass it readily. But Representatives jumped up to shout agreement when Chairman Sumners attacked the Bill as a step toward dictatorship, announced that his committee would never let it get to the floor unless the House demanded it by discharge vote.

Chief Justice Hughes was described by Pennsylvania's Guffey in the Senate July 7 as "the real master of tactics" against the Court Plan. Meanwhile, the Chief Justice was vacationing with Mrs. Hughes (*left*) far from the Washington frenzy in a hotel bungalow at Sugar Hill, N. H. With clerks and telephone operators protecting him from autograph hunters and other pests, he took a three-mile walk daily, motored into Littleton on an occasional shopping expedition, attended a performance at the Littleton Opera House.

LIFE ON THE AMERICAN NEWSFRONT: DEPARTMENT-STORE BUYERS GO TO A COSTLY SCHOOL



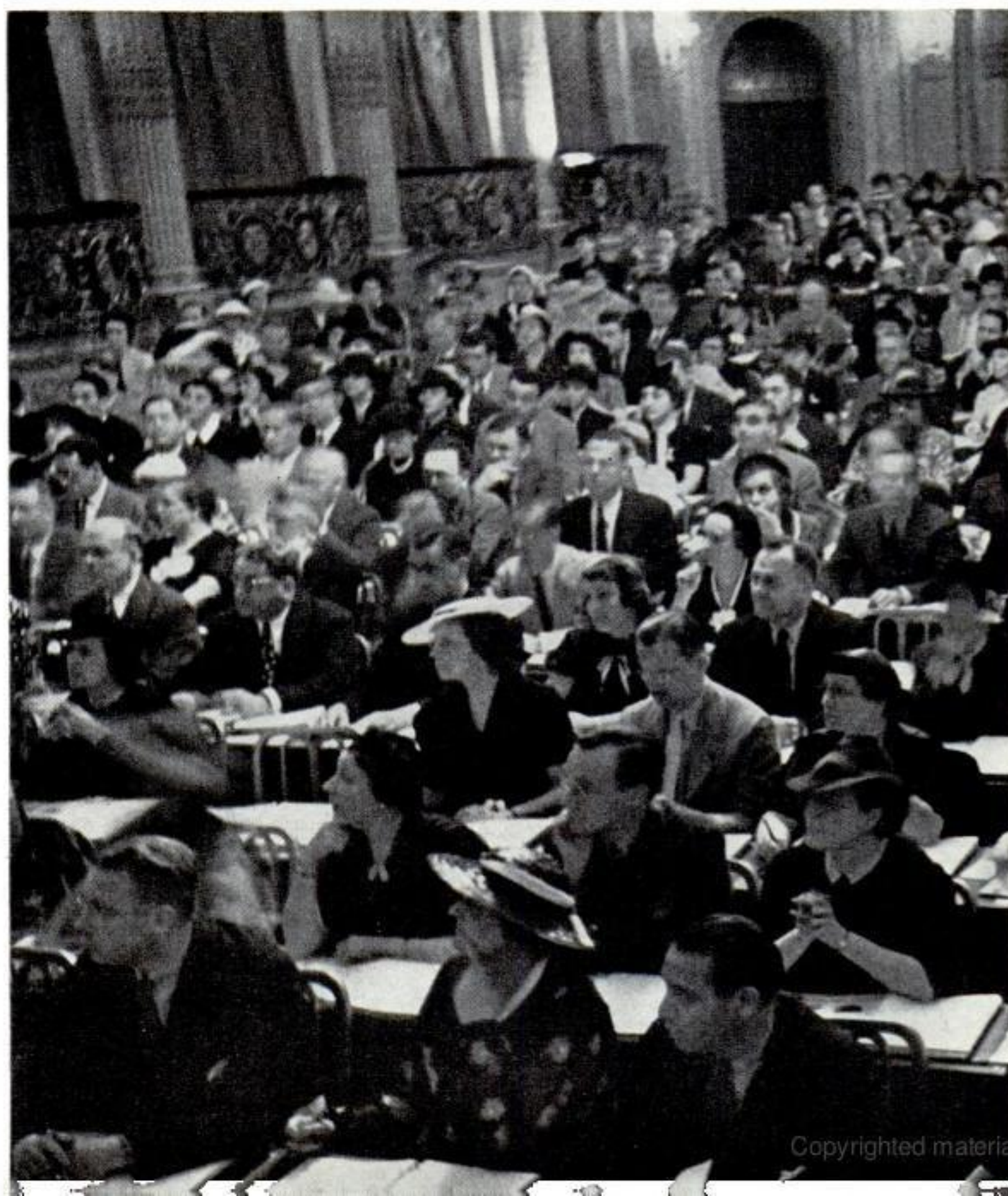
Casual dresses, with straighter skirts, shorter and simple sleeves, will account for 65% of all dresses sold this fall. The dress above is typical of this trend and will be found, with many slight variations, at all prices. Most sales will be at \$10. The

above, in neutral blond knit jersey, with black suede pockets and belt, is above average, retails at \$29.50. The hat, a classic roll brim (worn up or down), has been a best-seller for five years, continues a daytime favorite. Prices range from \$1.50 to \$16.50.

In the grand ballroom of New York's Plaza Hotel, 500 department-store executives and women's apparel buyers from all over the U. S. sat from 9 to 5 on the two hot days of July 14 and 15. Unlike most events in the gay Plaza ballroom, there was no smart talk, no smoking. This was serious business—the 19th Amos Parrish Fashion Selling Clinic—and for each person sitting there, a store had paid \$250 for tuition. The Fashion Clinic was started nearly a decade ago by small, dynamic Amos Parrish. While reporting a fashion show for a Cleveland paper 15 years ago he found that most manufacturers had no factual basis for the clothes they were showing. It was all guesswork. He reasoned that if the women's apparel industry had a forecast survey (like most other industries), costly mistakes could be avoided. With the support of several department stores he went to New York, started such a fashion survey. Now, twice a year, he holds a fashion clinic, where able lecturers tell store executives how best to invest their aggregate purchasing power of almost two billion dollars.



From \$4,000 to \$50,000 is the estimated salary range of clinic attendants. Like college students, they underline important points in their fashion textbooks, make copious marginal notes. Each takes a 50-question examination, receives an official grading.



TO LEARN WHAT WOMEN WILL WEAR THIS AUTUMN



Checkers on street corners eliminate all guesswork from clinic reports. The girl with pad and pencil checks types of clothes worn (one-piece, two-piece dresses, suits, coats). The other girl counts total number of women passing and total number with black shoes.

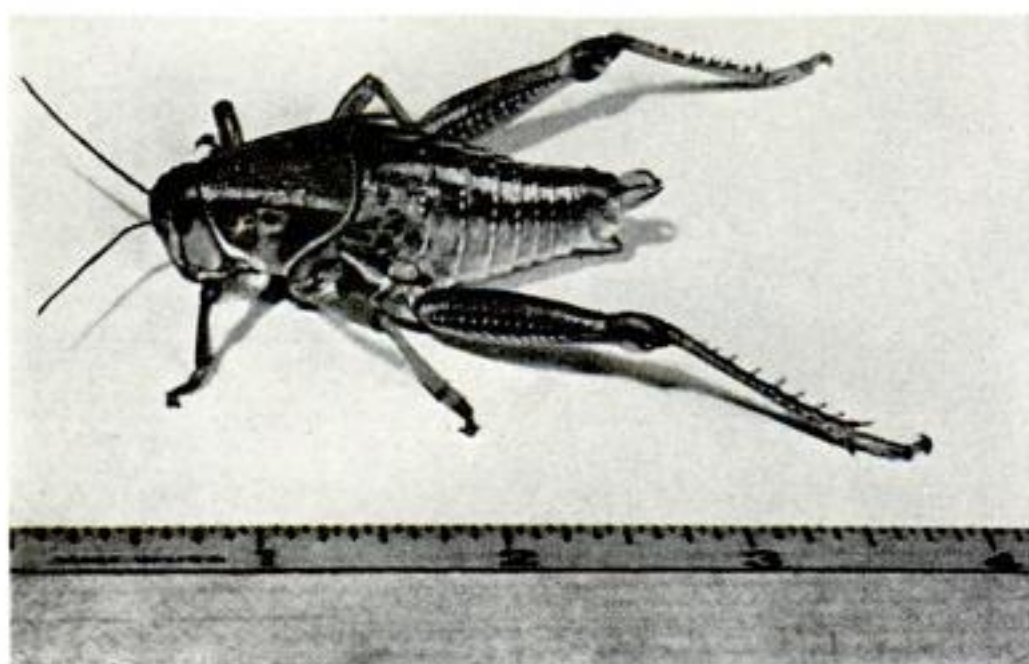
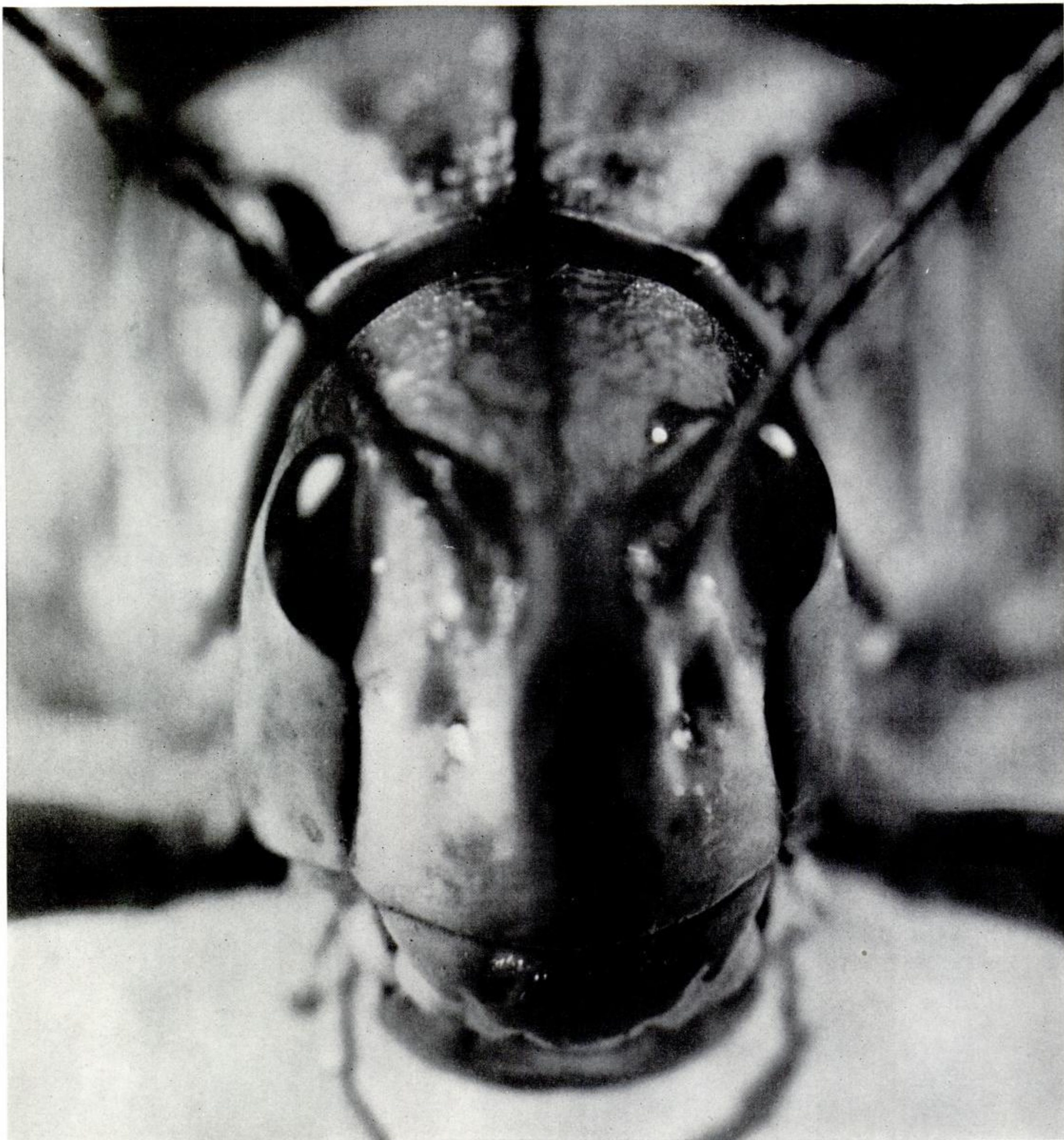


Amos Parrish has a slight stutter but lectures enthusiastically on merchandise and merchandising analysis. The students below are listening to a comely lecturer hammer a basic Parrish point: a style isn't a fashion until it is accepted by a great number of people.



Casual suits, two-piece medium-weight woolens that can be worn like dresses from sunup to midnight, will take 65% of all money spent for suits this fall. The above, in gray hop-sacking weave, retails for \$39.50; variations will be found from \$19.50

to \$79.50. In accessories, clinic checkers report that the trend is for big leather handbags, high-front shoes, four-button-length slip-on gloves. Trimmings and accessories will continue colorful, important, in sharp contrast to simplicity of cut and material.



***Brachystola magna* becomes rapacious monster scourging western farms**

The fearsome creature with horselike head above is only a grasshopper, shown to scale at left. To Easterners, the 'hopper is merely a curious little bug which spits "tobacco juice" when held in the hand. But when the grasshopper is multiplied by trillions, as it has been on the Great Plains this month, it becomes a ravaging monster which does more damage to crops than could any herd of wild horses.

There are some 6,500 kinds of grasshoppers in

the world; 518 found in the U. S. The insect on this page, which was captured in Kansas during the current plague, is a Southwestern lubber grasshopper (*Brachystola magna*), one of the biggest and most destructive of the lot. Spring rains nourish a parasitic fungus which destroys grasshopper larvae. But after dry early Springs such as the West had this year, the larvae hatch out into devouring hordes, sweep across the plains leaving a barren wake of fields stripped clean of vegetation.

LIFE ON THE AMERICAN NEWSFRONT: WEST MAKES WAR ON \$80,000,000 'HOPPER PLAGUE

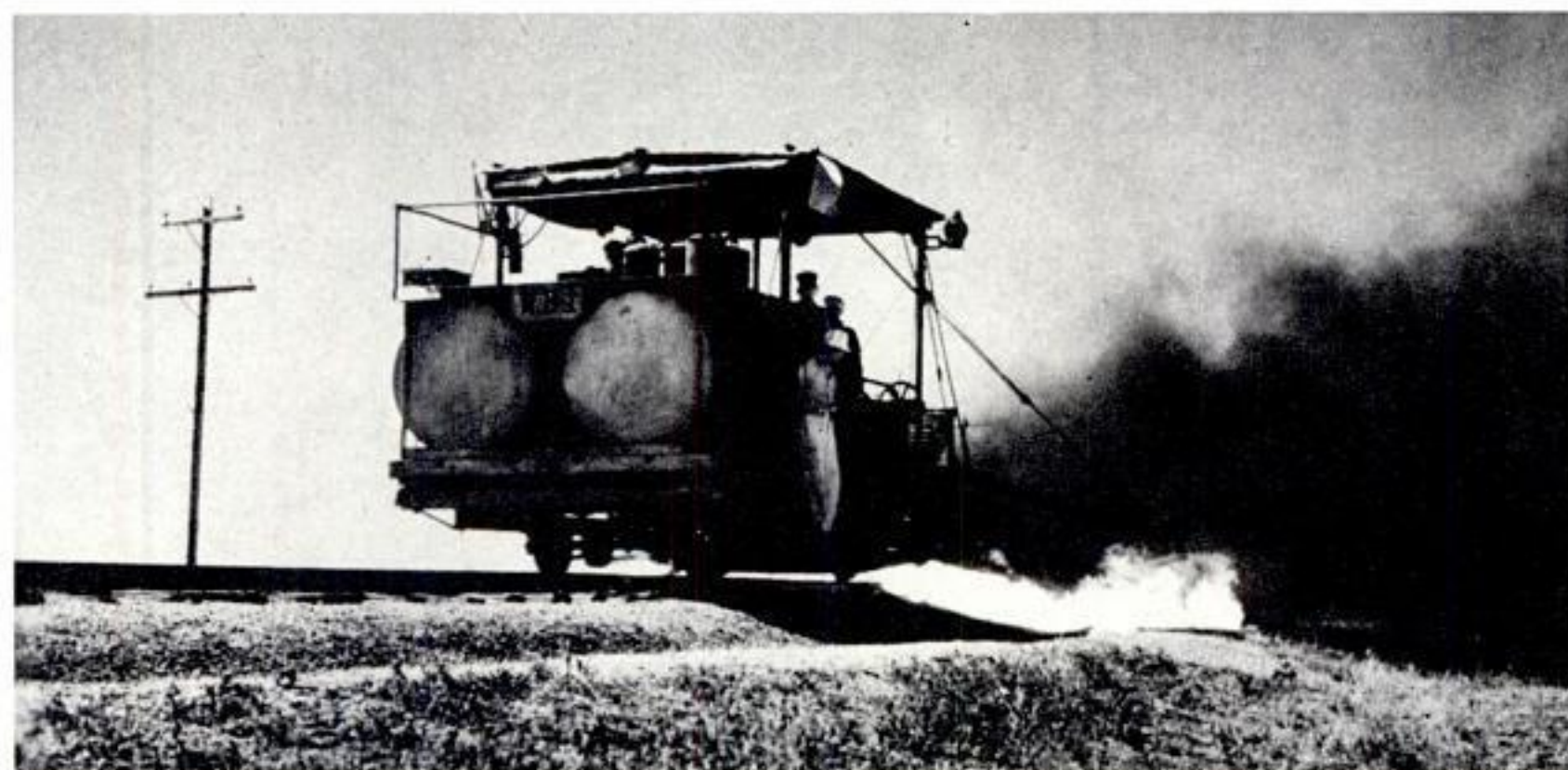
As hot July suns beat down on Western fields of ripe wheat and half-grown corn, hordes of new-hatched grasshoppers rose out of the ground like Jason's army, began to eat their way across the land. Surging forward in leaping, crawling, dust-gray masses, they spread severest devastation in Colorado, Iowa, Nebraska, Kansas, Montana, Wyoming, the Dakotas, Missouri, Illinois, Texas, Oklahoma and Arkansas. Oklahoma reported one solid phalanx three miles long and 20 to 30 feet wide. Department of Agriculture entomologists proclaimed it the worst grasshopper plague since the 1880's.

To keep 'hopper damage from rising above an estimated minimum of \$80,000,000, the Federal Government, States, counties and individual farmers are spending some \$3,000,000 in a 'hopper war. Their most effective weapon by far is a poisonous mash of bran, sawdust and arsenic, usually spread from trucks. Turkey gobblers help out a little. At right you see some of the other methods of combating this dreaded U. S. pest.



An airplane roars low over a big cotton field near Hughes, Ark., dropping not bombs but a poisonous

dust equally deadly to grasshoppers. Experimental planes are flying from dawn to dusk over Arkansas.



Flame throwers chug over the railroads of Eastern Colorado, crisping 'hoppers along the right of way.

Ordinarily employed for burning weeds, these machines are dangerous to crops, rarely do much good.



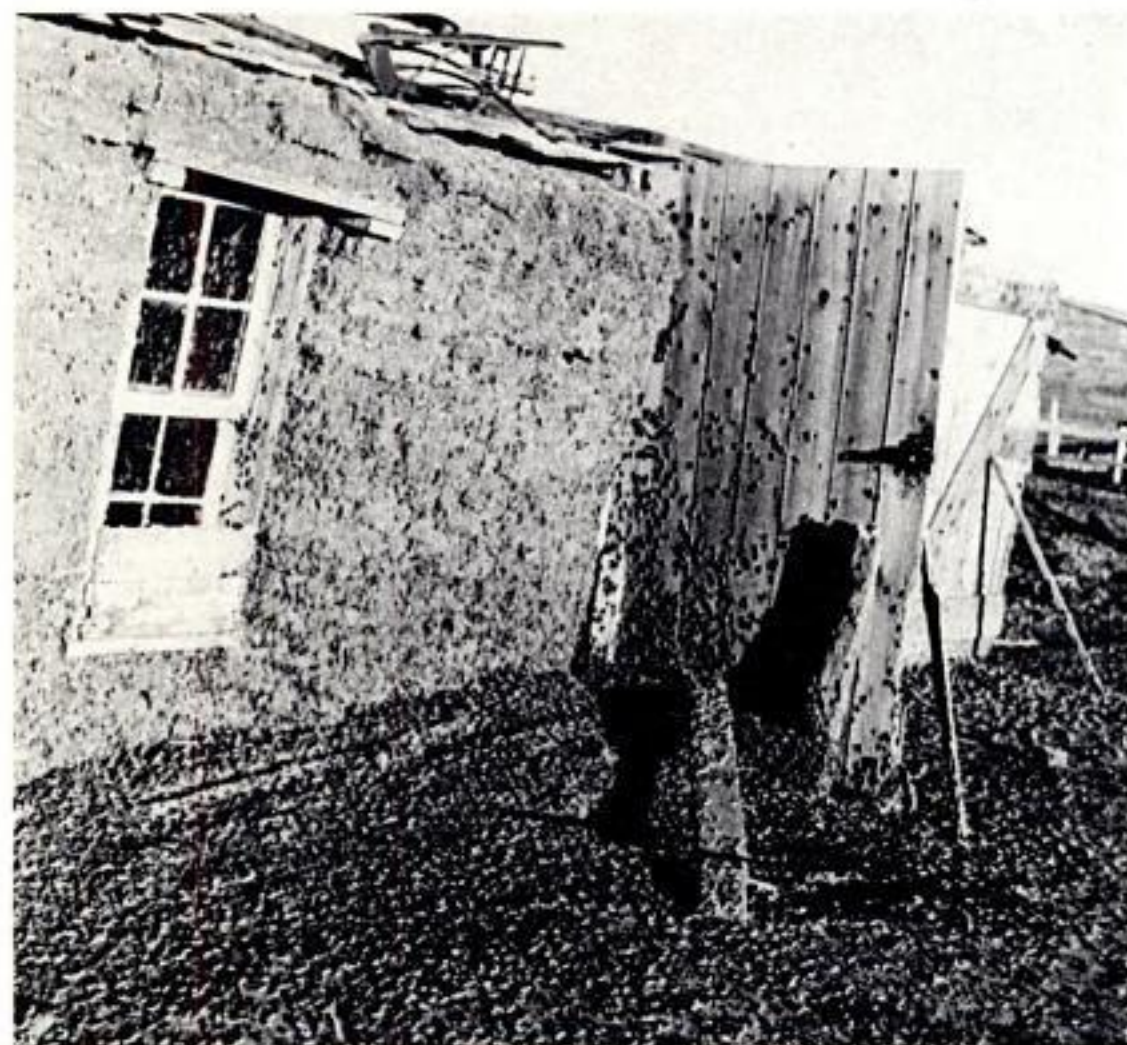
The National Guard was called out to fight the Colorado 'hopper invasion. Flaming ditches, like that

watched by these Guardsmen, catch chinch bugs and Mormon crickets, but most 'hoppers hop over.



This contraption is a "dozer." It consists of a screen and kerosene-filled tank mounted on wheels or run-

ners. As it is dragged across a field by horses, 'hoppers hop against the screen, fall into the tank, die.



A nuisance is all that grasshoppers are to human life in their path. They do not gnaw buildings or devour food stored inside. But they do swarm over walls and windows (above), clog roads and auto radiators.



The devastation wrought by grasshoppers is depicted in this field of Nebraska corn shown after a swarm of 'hoppers had passed over it. Corn, cotton, wheat and alfalfa are the crops now being hardest hit.



YALE SCIENTIST CHARTS INFANT FEEDING BEHAVIOR BY MOVIES

In 1934, Dr. Arnold Gesell of Yale and collaborators published a monumental pediatric work: *An Atlas of Infant Behavior*. In two volumes costing \$25, the *Atlas* set forth the first complete definition of normal infant behavior. Its evidence was presented in moving pictures recording habits of children who grew up before the camera at Yale Clinic of Child Development. On July 6, Dr. Gesell and

Frances Ilg published a more popular volume called *Feeding Behavior of Infants* (Lippincott, \$4.50), using many *Atlas* photos, some of which are here published. The child above marks a climax of this book. Having gone through the long process of being fed and the interesting process of feeding herself, she is now, in her second year, able to manipulate deftly her first important cultural tool: the spoon.

A 12-WEEK-OLD BABY SPENDS A TYPICAL DAY BEFORE THE CAMERA

Below is a day in the life of an average 12-week-old baby as photographed by Dr. Gesell of Yale. By the time a baby is this old, he has surprised and pleased his easily surprised and pleased parents by displaying the beginnings of a personality, as evidenced by happy smiles and gurgles and ill-tempered yowls. More important than these manifestations, to scientists like Dr. Gesell, is the control the infant has established over the muscles of his lips and eyes. The ability to suck is carried over from the fetus (some embryos are known

to suck their thumbs before birth). But the average baby is almost 12 weeks old before his eyes can follow a moving object with any consistency. By then the baby can also turn head and trunk to one side, a maneuver called "tonic-neck-reflex" which is the foundation of later, more important muscular control. His feeding behavior now is uncomplicated. He displays eagerness at sight of breast or bottle, gazes raptly at mother's face while suckling, works his fists, belches gas after feeding and falls abruptly asleep when he has had enough.

6:02 A.M.: A YAWN FOR THE NEW DAY



9:17: PLAY AND FINGER INVESTIGATION



9:27: WAVE ARMS DURING UNDESSING



9:29: NO OBJECTION TO COD-LIVER OIL



9:32: LUKEWARM SHOCK OF MORNING TUB



9:37: SPLASHING FOR BATH EXERCISE



9:38: A DUCK FOR BATH INTEREST



9:40: A WARM TOWEL FOR DRYING



9:43: PATAKAKE FOR GOOD HUMOR



9:44: HUNGER WAITS ON DRESSING



9:46: A MEAL FROM MOTHER



10:14: A LAST SLEEPY WAVE



12:15 P.M.: STILL ASLEEP IN CRIB



12:44: THIS TIME, A BOTTLE FEEDING



3:06: MOTHER'S LAP FOR PLAY



6:00: THE DAY'S TIRED END



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(continued)

A MOVIE CAMERA RECORDS THE PROGRESS OF INFANT FEEDING BEHAVIOR



A 28-WEEK-OLD BABY REACHES FOR BOTTLE



HANDS GRAB THE BOTTLE AS NIPPLE ENTERS MOUTH



BUSY FEEDING, THE CLENCHED HANDS DROP BACK



SATED, SHE PUSHES AT THE BOTTLE, ARCHES BACK

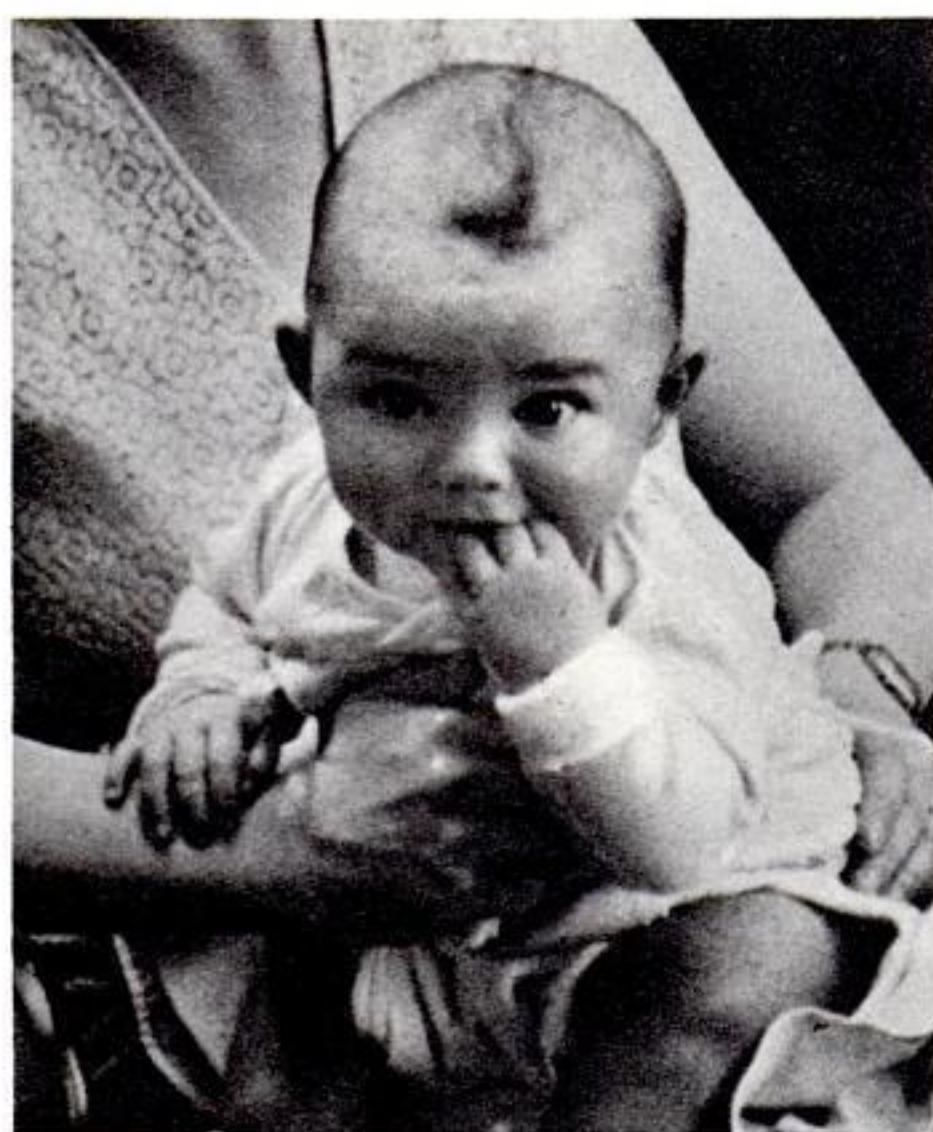


THUMB INTO MOUTH WHILE ON SHOULDER FOR BELCHING



BELCH ACHIEVED, HEAD AND HAND DROOP SLEEPILY

The infant learns to anticipate food



At 20 weeks, the infant, absorbed in surroundings, displays little anticipation for food. Hand in mouth, he looks around and must have food brought sharply to his attention.



At 52 weeks, baby shows self-restraint. For weeks previously, food anticipation has made him anxious and annoyed. Now he makes amiable noises at mother while waiting.



At 80 weeks, baby rushes to the high chair when food is coming. Imminent are anticipatory expressions observed by Dr. Gesell: "Wanna eat now!" "Dish it up, momee!"



At 36 weeks, baby starts a meal in high impatience, complaining if the spoon travels too slowly. But soon he looks about, opens his mouth without bothering to watch the spoon.



At 52 weeks, baby eats with fingers (spoon above is not useful). Previously, he used two fingers, put both into mouth. Now he discriminates, inserts only the food-bearing finger.



Satiety at 60 weeks is expressed by sticking the tongue far out. "This playfulness," say Gesell & Ilg dryly, "leads to deliberate spitting with variable domestic consequences."



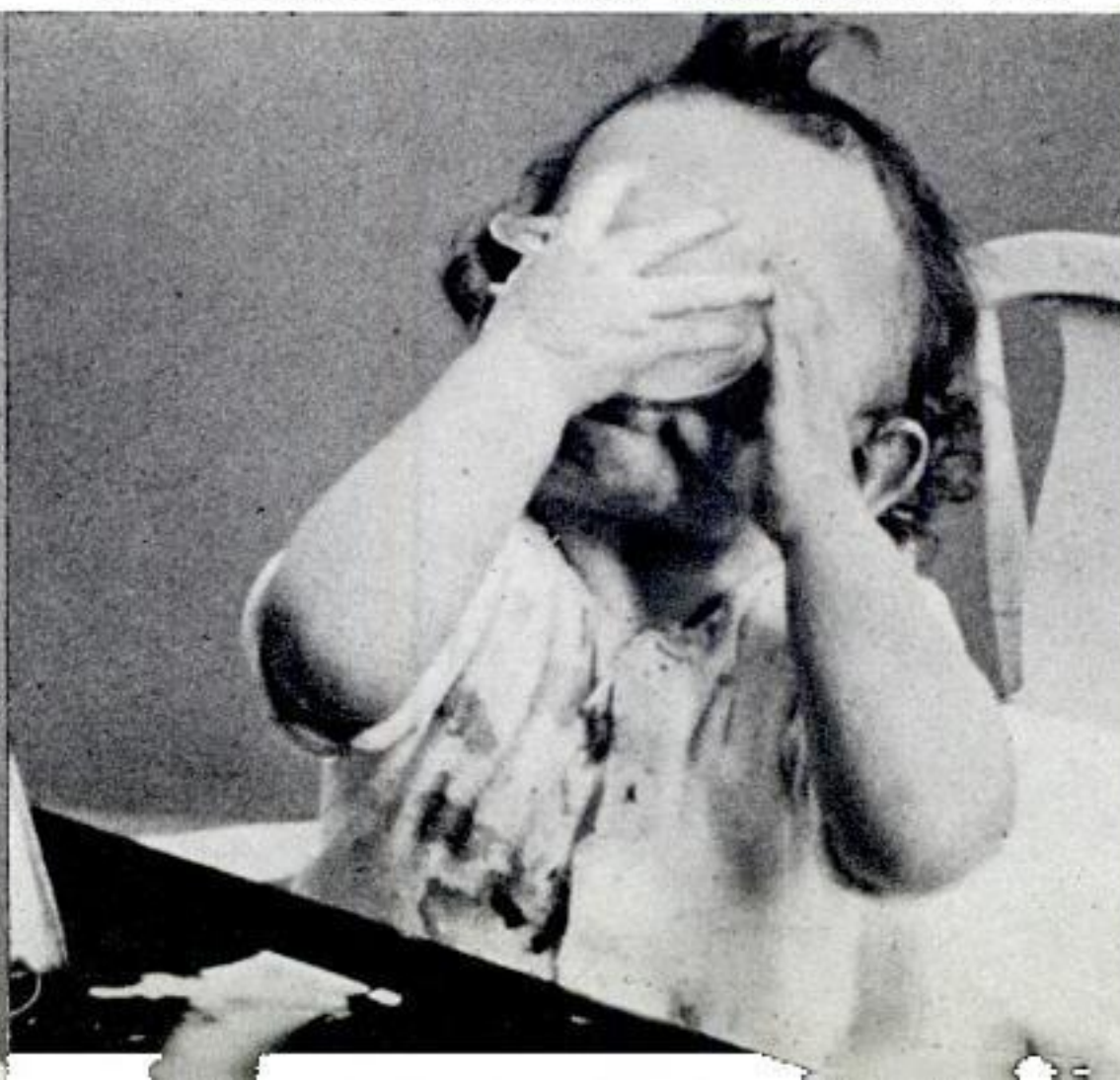
Satiety at 72 weeks is more forcibly expressed by putting hands over face and turning away. Babies now also show they have had enough to eat by shaking the head, meaning "No."

The infant learns the art of taking food from cup

At 12 weeks, cup feeding is possible but difficult because the baby uses a sucking instead of drinking technique.



At 56 weeks, baby can lift cup to lips, drain it by tilting head back. The palm is pushed stiffly against bottom of cup.



At 76 weeks, instead of tilting head for last drops, baby lets her more expert fingers tilt the cup.



MOVIE OF THE WEEK:

Topper

Norman McLeod directs his cast with cartoons

The drawings which you see on these pages are the work of Norman McLeod (see picture at right) and are one way of directing a movie. You have seen Mr. McLeod's sprightly little characters before. He used to be an active illustrator and still draws the advertisements for Dole pineapple juice. Mr. McLeod's chief occupation, however, is directing movies and in this work he has found a new use for his cartoons. Like all directors he sometimes has difficulty in making his actors understand precisely what he wants them to do. When this occurs, he takes out his pencil and pad and sketches the scene. The actors study the sketches and, as can be seen by comparing the cartoons with the stills from the finished movie, catch on wonderfully.

Topper is Director McLeod's latest picture. Taken from a novel by the late Thorne Smith, it tells the story of Mr. Cosmo Topper, a bank president and a character made to order for Roland Young. Topper's life, from his morning shower (precisely three minutes) to his good-night kiss (on the centre of the left cheek), is run by Mrs. Topper with great efficiency but with little fun for Topper. Into Topper's rut comes a blithe young married couple named Kerby (Constance Bennett and Cary Grant). They come not as living beings but as victims of an automobile accident who find themselves in a semispiritual state, denied access to heaven because they have never performed a good deed.

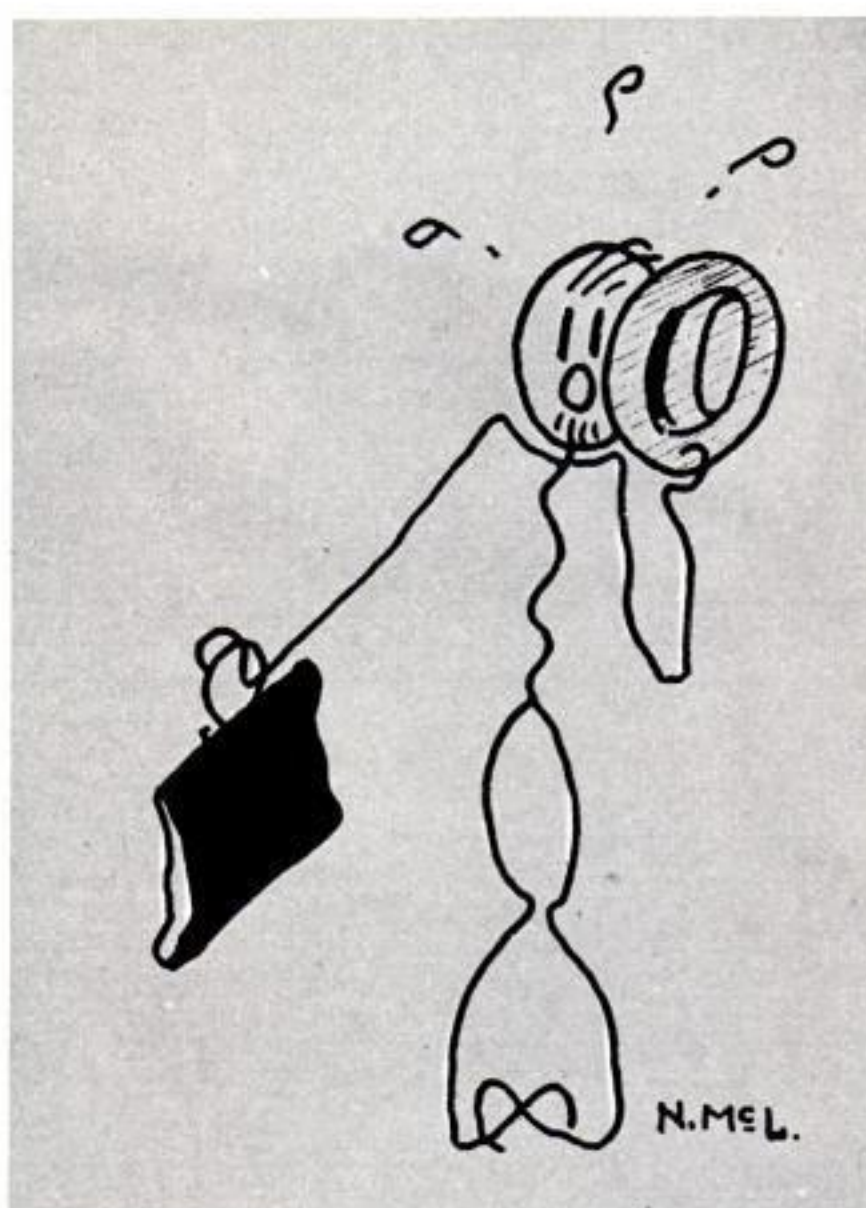
The Kerbys' idea of a good deed is to get Topper out from under his wife's domination. Topper is not unwilling to co-operate, but the Kerbys' actions are disconcerting. They possess the ability to assume their earthly shapes, to become transparent wraiths (see p. 40) or to vanish into thin air. When completely dematerialized they cause pens to write, panties to walk and doors to open without assistance. With the Kerbys' help, Topper eventually becomes a completely unrepressed soul, whereupon Mrs. Topper has a change of heart and resolves to give up her bossy ways. The Toppers are reunited, leaving the Kerbys with their good deed as passport to a life which could hardly be jollier in the spirit world.

Topper is the most ambitious effort of Producer Hal Roach, who made his fame with two-reel comedies, in the full-length feature field. It should encourage him to make more.

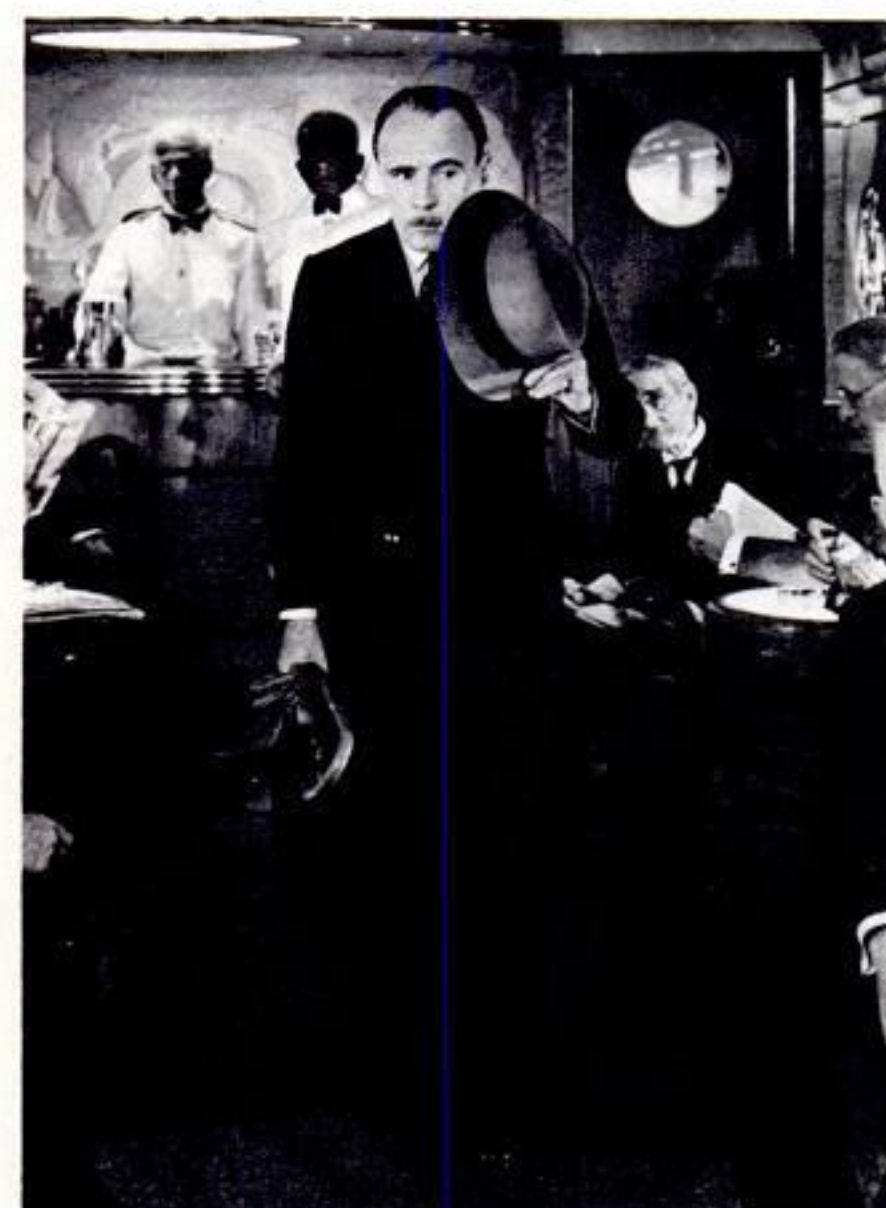


Director Norman McLeod (right) sketches one of his cartoons while Cary Grant (left) and Roland Young watch. A versatile fellow, McLeod is not only a director, illus-

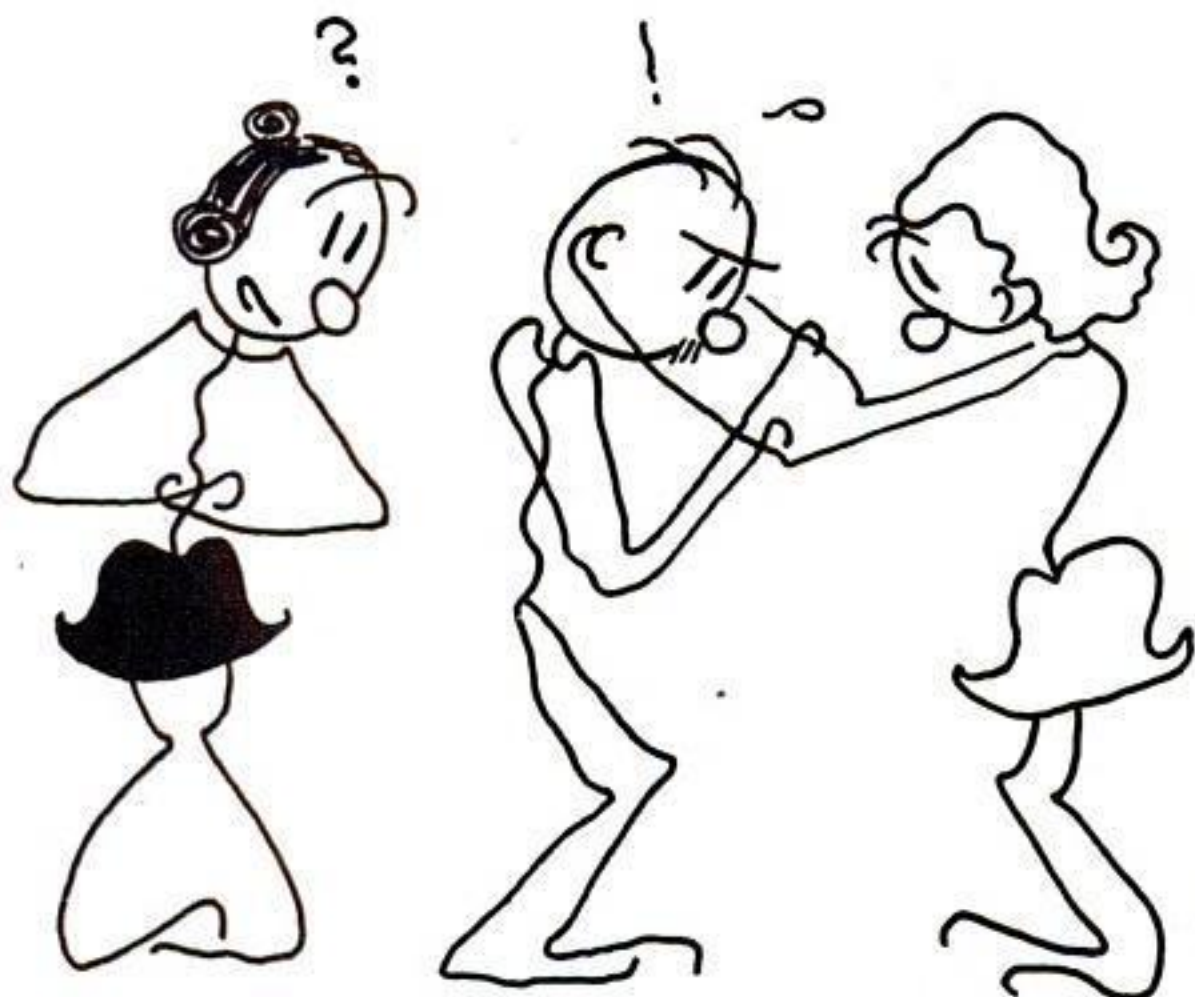
trator and adman but also a former intercollegiate lightweight boxing champion (University of Washington) and a Wartime captain in the Royal Canadian Air Force.



Mr. McLeod's *Topper*, like all his cartoon characters, looks as if his body were made of wire. Male characters are drawn nude but female ones, as in the cartoon at

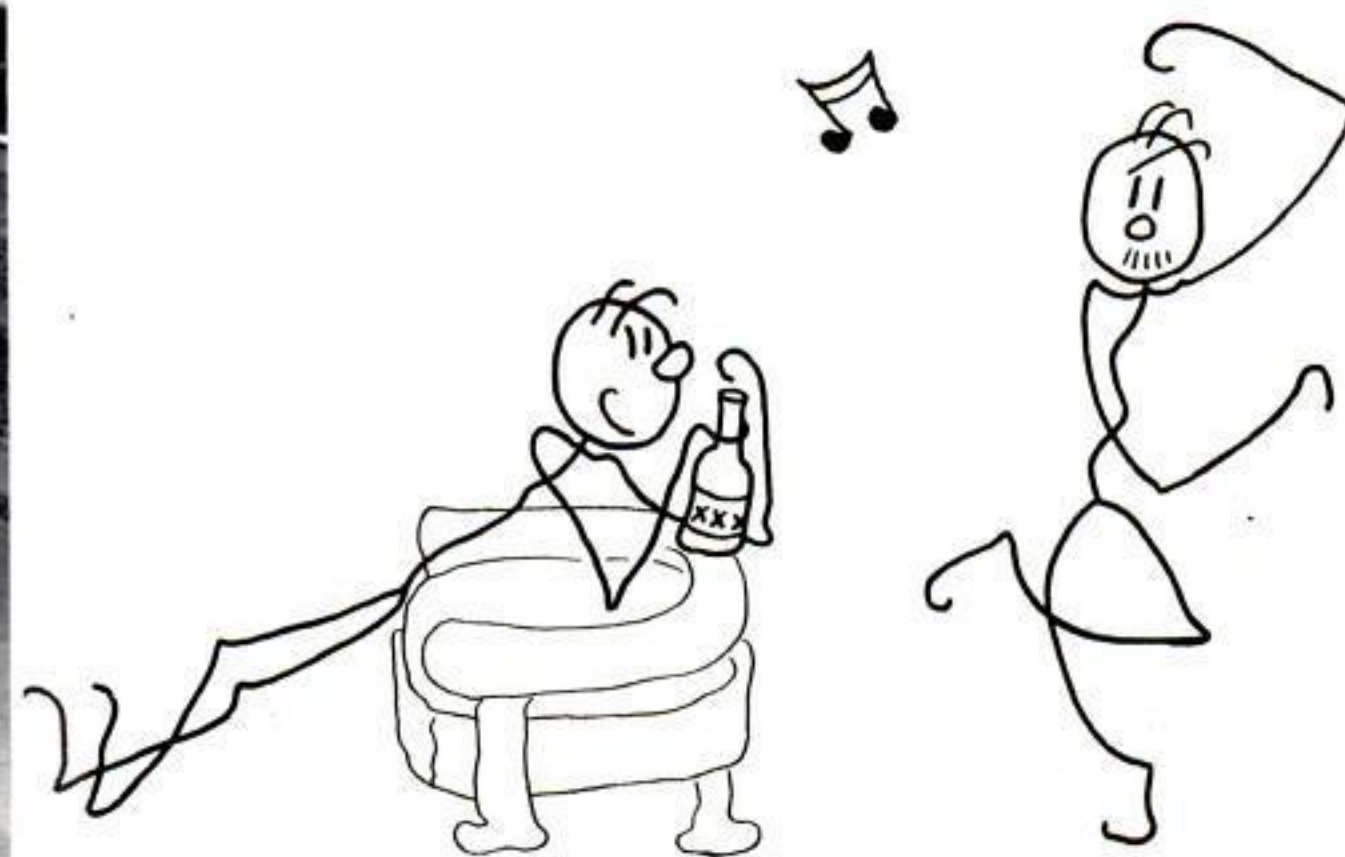


left below, wear small, bell-shaped skirts. At left above is McLeod's drawing of Topper registering embarrassment and, at right, Mr. Young enacting the scene.



Topper's first reaction to the effort of his blonde young friend to liberate his repressed spirit was thus sketched by Director McLeod. At right is the finished scene as acted by Roland Young and Constance Bennett.

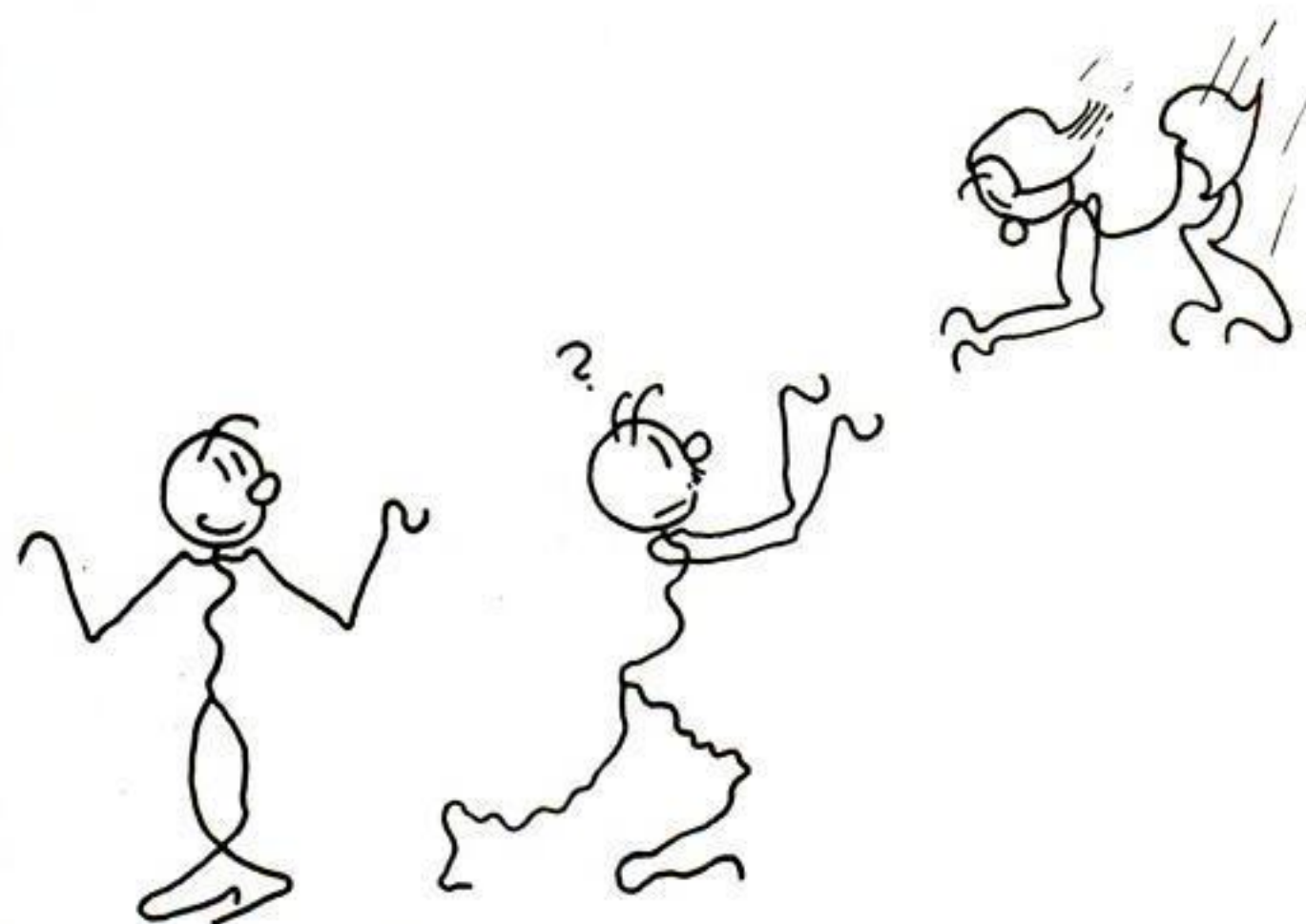
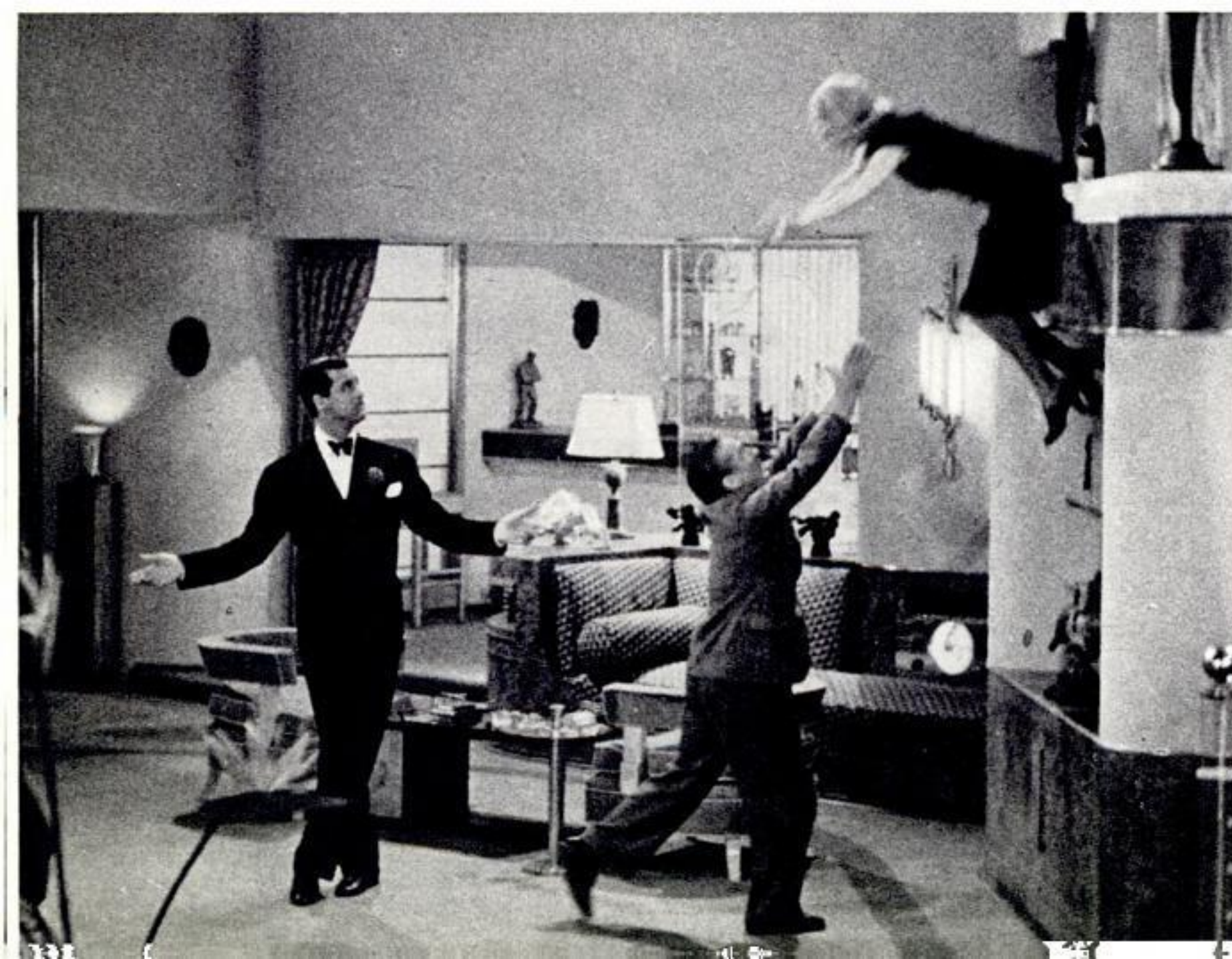




Topper becomes unrepressed after a few drinks and does a dance in the Kerbys' apartment. Director Norman McLeod's sketch (above) has been followed closely in the scene at left by Actors Cary Grant and Roland Young.



Topper is caught by his wife with a pair of lacy step-ins, innocently acquired but leading to suspicions of the worst. The scene is enacted (at left) by Mr. Young and Billie Burke, who is the domineering Mrs. Topper.



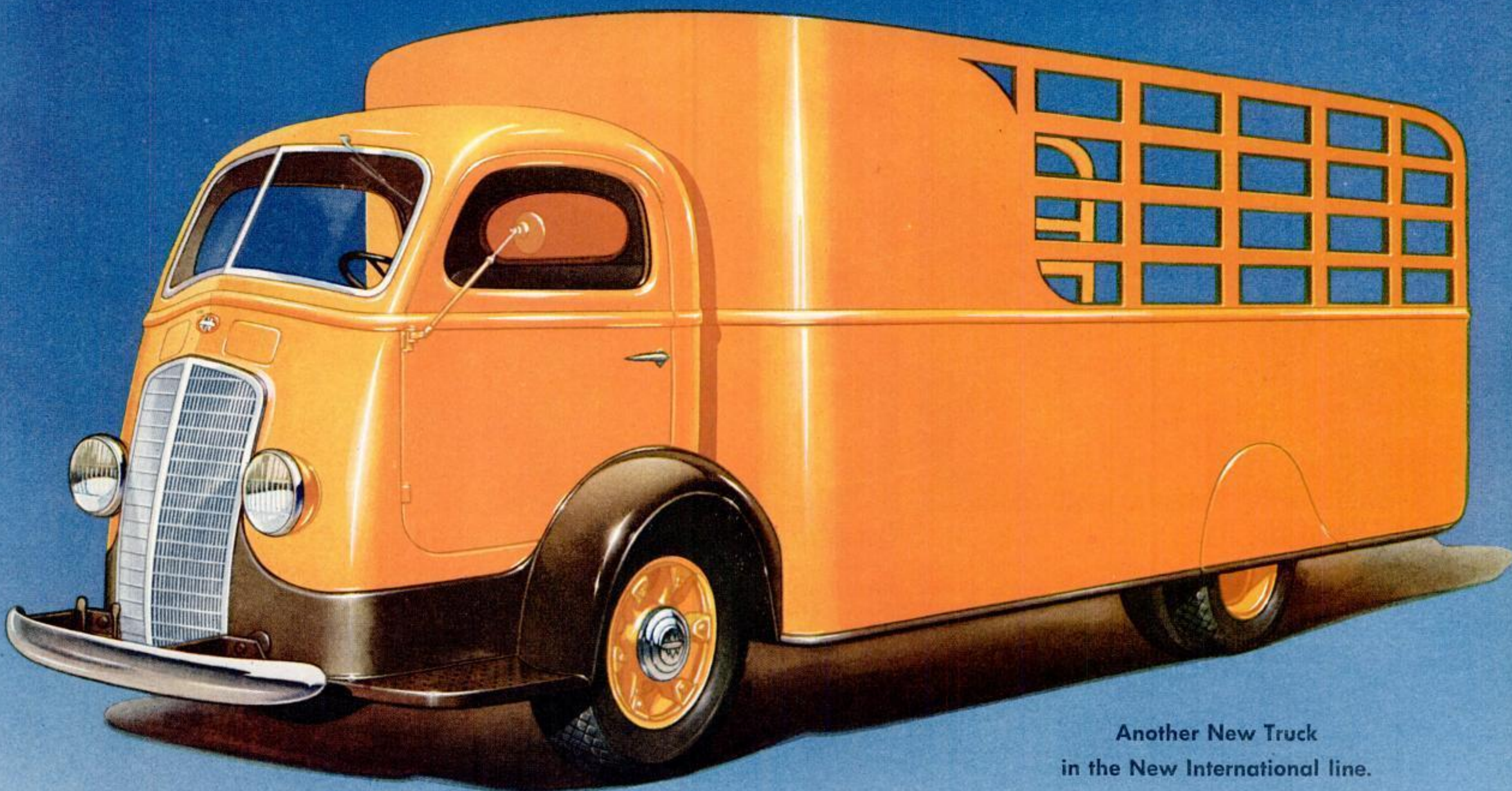
Topper gets acrobatic under the influence of liquor and the spiritual Kerbys. At right, the finished scene, with a double for Constance Bennett leaping from a mantelpiece into the arms of a double for Mr. Young.



Much of the fun in *Topper* is achieved by camera tricks, most of them as old as the Hal Roach comedies. In the scene above, Topper (Roland Young), having already disgraced himself in a street brawl, is being goaded to further escapades by his two ghostly friends (Constance Bennett and Cary Grant). The transparency of the two characters is a result of double exposure. More difficult but no more novel is the method by which pens are made to write, doors to open

and a set of tools to change an automobile tire—all without human assistance. The pens, chairs and tools are manipulated by wires. *Topper* does contain one new trick, perfected by "Special Effects Man" Roy Seawright for a sequence in which Miss Bennett takes an "invisible shower." By means of this trick the water appears to splash off her body, though Miss Bennett isn't there. Since the process is not yet patented, Mr. Seawright will not say how he did it.

THE *New* CAB-OVER-ENGINE INTERNATIONALS



Another New Truck
in the New International line.
The Cab-Over-Engine Model D-300.



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Swing Low! A step, we must admit, not taught this season at any of the more formal dancing schools. This adaptable young lady finds it very useful, however, when passing a tray of tempting Ritz and the last strains of the rumba announce time out for refreshments.

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TUATARA: OLDEST PREHISTORIC REPTILE

New Zealand protects rarest primitive

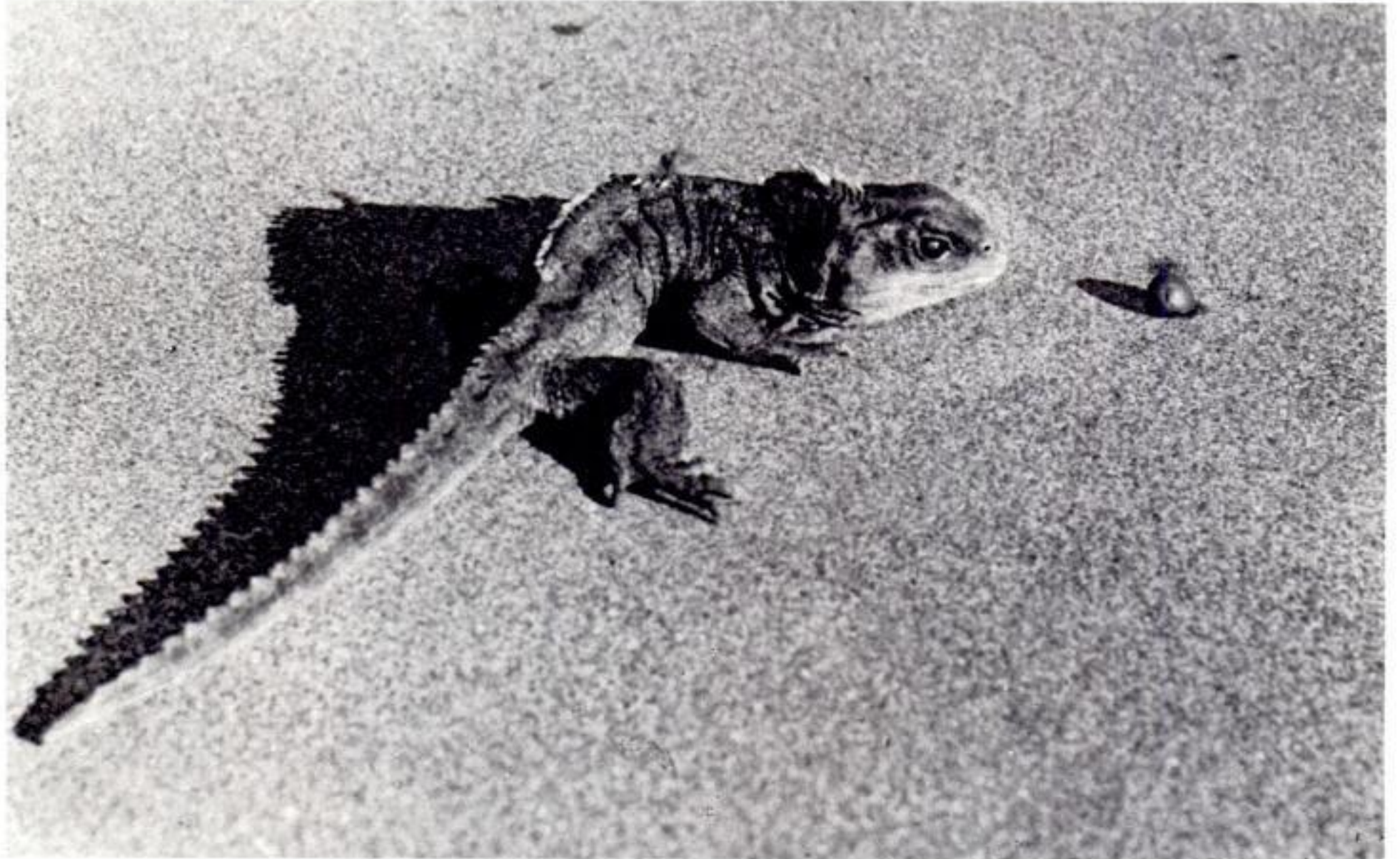
Oldest of all living reptiles is the morose lizardlike tuatara shown above. It can trace its ancestors 180,000,000 years back to the Carboniferous period. Once a close relative of such prehistoric giants as the dinosaur, ichthyosaur and stegosaurus, the tuatara is now the only extant member of its order, genus, family or species. Its only habitat is a few rocky islets off the coast of New Zealand where it is rapidly facing extinction. To prevent this, the New Zealand Parliament has passed an act placing the tuatara under special protection.

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TUATARA RETAINS ALL CHARACTERISTICS OF PRIMITIVE ANCESTORS

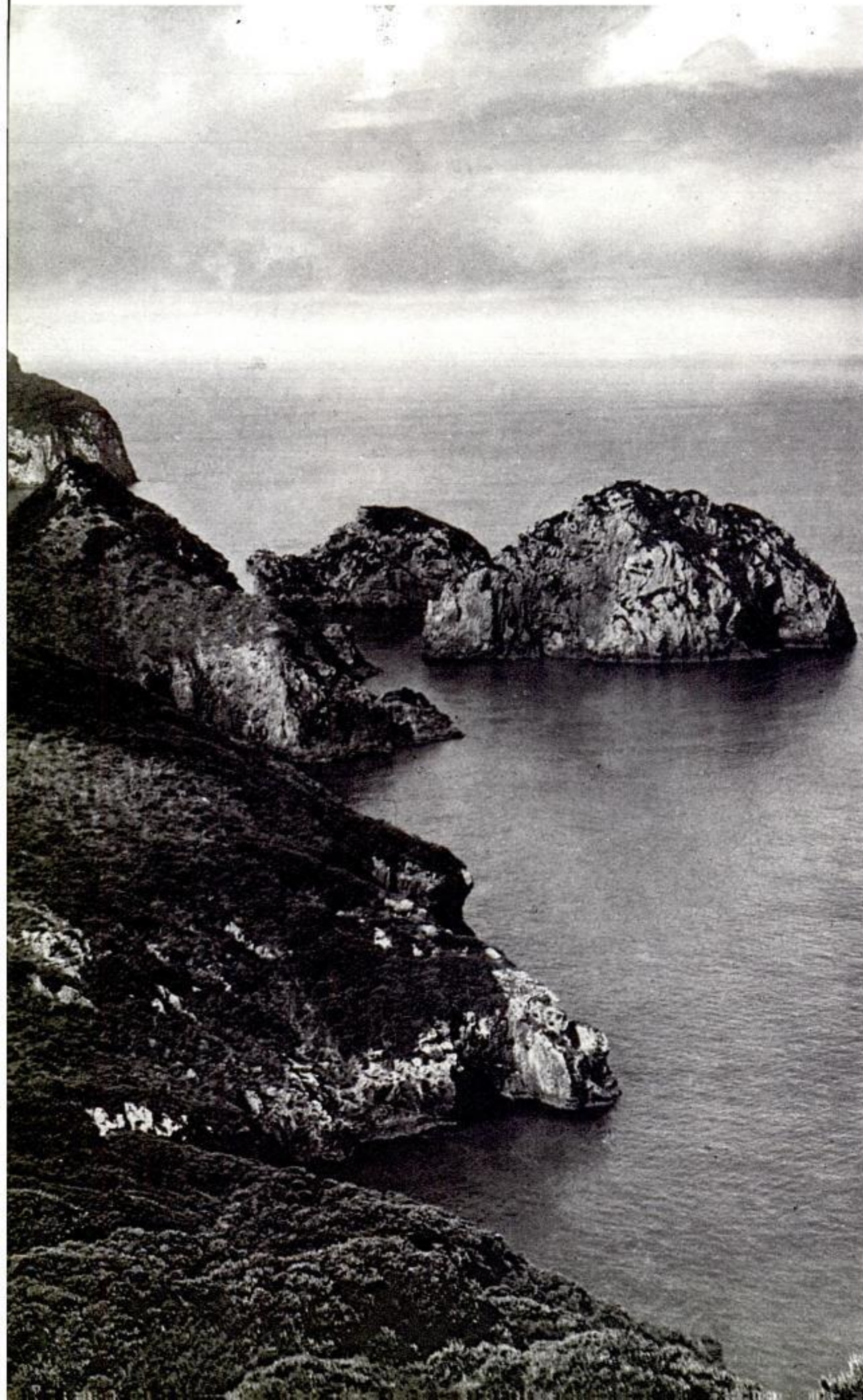
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This last of "living fossils," known to scientists as *Sphenodon punctatus*, has scarcely evolved through the ages and is the most primitive of reptiles. It still moves its two-foot body and tail with the awkward, swaying motion of its prehistoric ancestors. Of sluggish nature, it sleeps most of the day in burrows which it shares with sea birds, or lies at the bottom of a pool for hours without breathing. The tuatara has no outer ears, yet can hear through a chain of auditory bones which are in contact with the skin. The brain is no larger than a big pea. Its large, dull eyes are circled by bony plates which serve as lids. Strangest of all characteristics is its pineal eye (bottom right), a third eye between the other two. Scientists are unable to determine whether this eye, covered by a thin layer of skin, is still used for sight. A row of horny scales surmounts the spine. The only real effort the tuatara ever makes is to snap furiously at some passing insect with the hope of getting a meal. Tuataras mate and the female lays eggs, yet neither sex is known to have copulative organs. Below you see their rocky haunts off the New Zealand coast.



Hungry, the tuatara casts an eye on a snail. Two of these a day are ample nourishment. This cold-blooded reptile

expends little energy, lives at least 50 years. In cold weather it hibernates, foregoes nourishment for days.



Frightened, the tuatara erects its crest of sharp, horny scales, opens its mouth armed with four chisel-shaped teeth, glares at an imaginary opponent and awaits the next move.



The pineal eye is the white spot shown by the pencil on the top of the skull. The lens, retina and nerve are intact. No other animal has such a well-developed third eye.

ON THE RADIO, I'VE HEARD SO MUCH ABOUT PRO-PHY-LAC-TIC ROUND-END BRISTLE, I'VE WANTED TO TRY THE TOOTHBRUSH. NOW WHILE THE SPECIAL SALE IS ON — BRUSH AND POWDER FOR ONLY 49¢ — I'M CERTAINLY GOING TO DO SO.



ANY DENTIFRICE APPROVED BY THE AMERICAN DENTAL ASSOCIATION IS SAFE. I SEE PRO-PHY-LAC-TIC BRAND TOOTH POWDER IS ONE OF THE FEW ON THE NEW A.D.A. "ACCEPTABLE" LIST.



WHY I'VE ALWAYS PAID 50¢ FOR THE BRUSH BY ITSELF!

THAT'S RIGHT, BUT WHILE OUR STOCK LASTS YOU GET THE TOOTH POWDER WITH THE TOOTH BRUSH FOR ONLY 49¢. THAT SAVES YOU 1/3 THE REGULAR PRICE.



SPECIAL NEW Pro-phy-lac-tic POWDER AND BRUSH

BOTH FOR ~~75¢~~ **49¢**

Available in U. S. and Canada



PLEASE BUY PROMPTLY — SUPPLY IS LIMITED!

Stores cannot sell more than two brush-and-powder combinations at special price to any one customer

You don't know . . . and we don't know . . . whether you'll like our new Pro-phy-lac-tic Brand Tooth Powder better than what you're using now. So we offer a 25¢ can, practically as a gift, to induce a trial.

You get the powder and a Pro-phy-lac-tic Tooth Brush for the price you would ordinarily pay for the brush alone. And as you know, Pro-phy-lac-tic is the *only* tooth brush with Round-End bristles, the *double-action* bristles especially designed for both tooth cleaning and gum massage.

We make no claim for our new dentifrice that it is the powder your dentist uses. But we

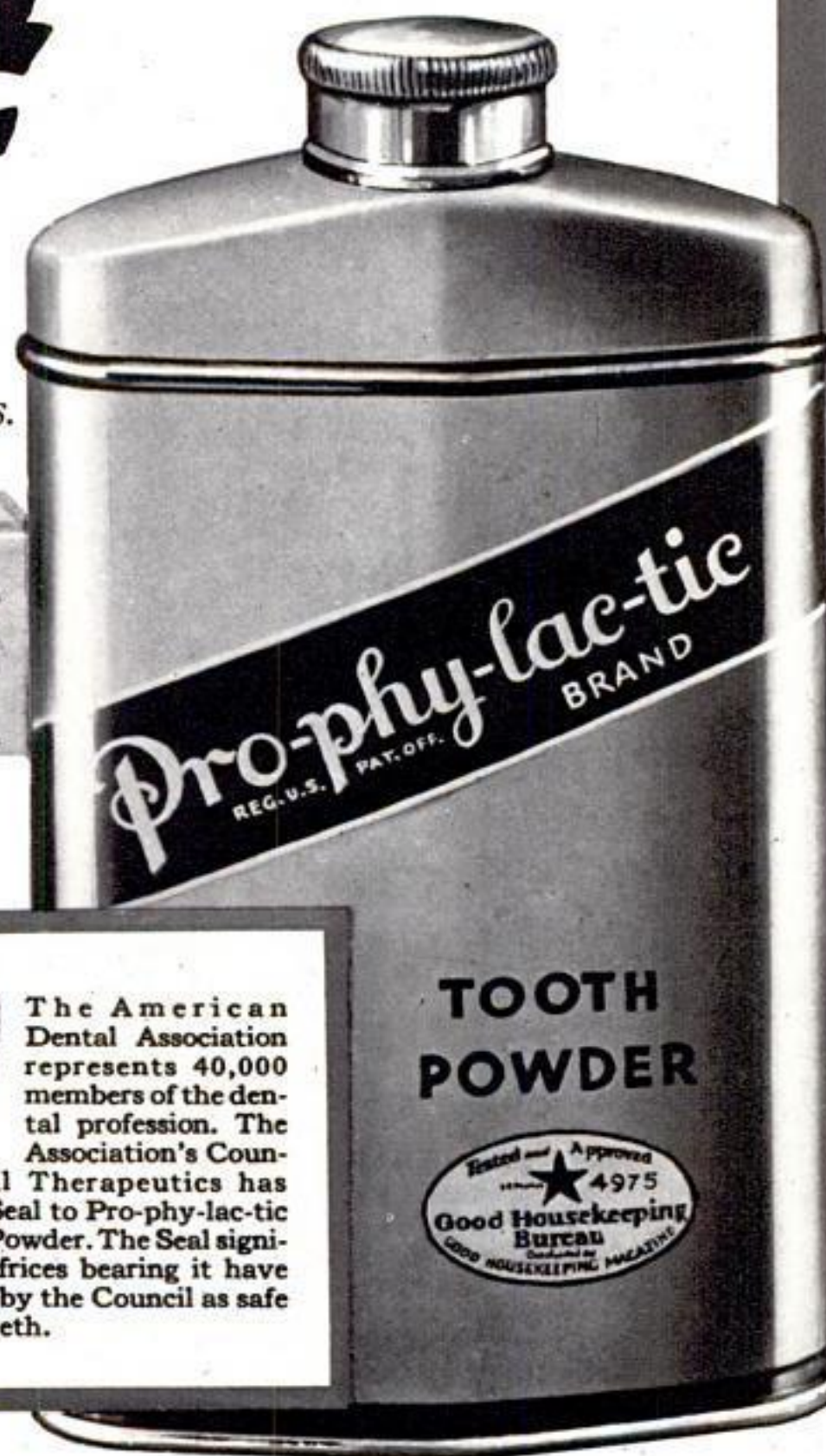
do believe it is the kind of powder which dentists would prefer you to use, because it has been awarded the seal of the American Dental Association, and "accepted" as SAFE FOR CLEANING TEETH by the Association's Council on Dental Therapeutics.

Don't pass up this opportunity to get two top-quality products at a saving. The supply is limited. The bargain is real. Stop today at any drug counter and get Pro-phy-lac-tic Brush and Powder for only 49¢. In fairness to other customers, please don't ask for more than two combinations at this special low price.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



The American Dental Association represents 40,000 members of the dental profession. The Association's Council on Dental Therapeutics has awarded this Seal to Pro-phy-lac-tic Brand Tooth Powder. The Seal signifies that dentifrices bearing it have been accepted by the Council as safe for cleaning teeth.





SHIDELER H. HARPE, INDIANAPOLIS

... OUR ENTIRE SQUAD OF FIFTY SOME MEN USED MY SHAVER AT LEAST EVERY OTHER DAY"

Does a Schick Shaver stand the wear of daily shaving? Is this wonderful instrument of precision capable of shaving tough beards and giving close shaves day after day? Judge from the following unsolicited letter:

"I am a member of the U. S. Air Corps, Indiana National Guard, and during the recent terrible flood our organization was ordered out for flood duty. I took my Schick along. We were quartered in a school building and had electricity available.

"There was no water for drinking, shaving or bathing, so shaving by usual means was out of the question.

"Our entire squad of fifty some men used my shaver at least every other day—most of us every day. I expect that in ten days the shaver received as much wear and tear as it would normally in several years, and most of it in the hands of beginners. It came through but little the worse for its trying ordeal."

WHY WAIT ANOTHER DAY?

Go to an authorized dealer. Let him show you the Schick Shaver and demonstrate its use. It costs \$15, operates on AC and DC, and it is by far the cheapest way to shave—for you need no blades, no brush, no lather!

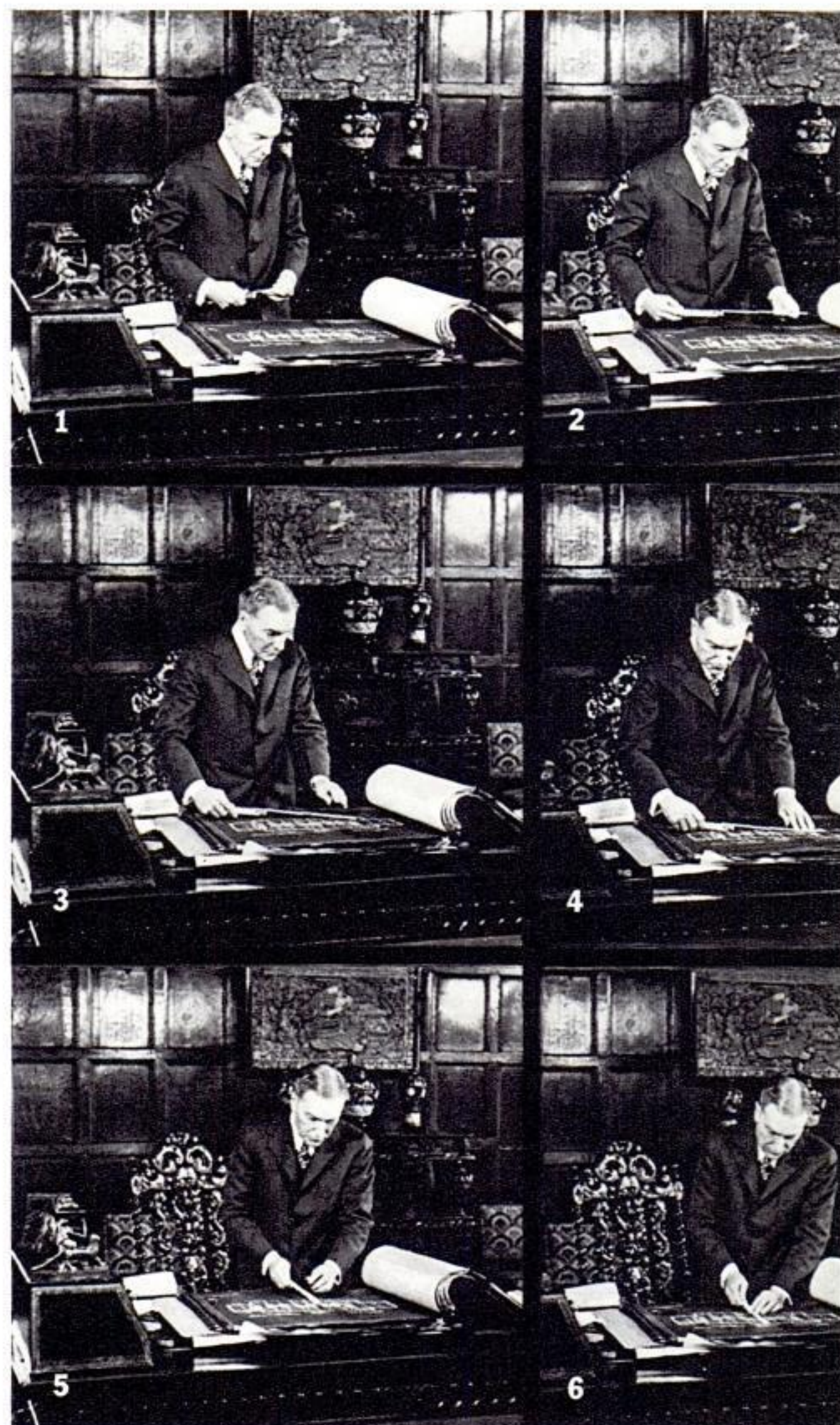
SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco
In Canada: Henry Birks & Sons, Ltd., and other leading stores

SCHICK  **SH-AVER**

MR. ROCKEFELLER USES HIS RULER



John D. Rockefeller Jr. is usually building something and likes to check up on his architects. In his pocket he always carries a 4-ft. folding rule. The current issue of *THE MARCH OF TIME*, in a sequence on *Rockefeller Millions*, shows John D. Jr. at his desk in Rockefeller Center (above and below) indulging his passion for precision by measuring a set of blueprints.



WAKE UP HIDDEN FLAVOR

Bring out the true goodness of Foods with
this utterly **DIFFERENT** salt



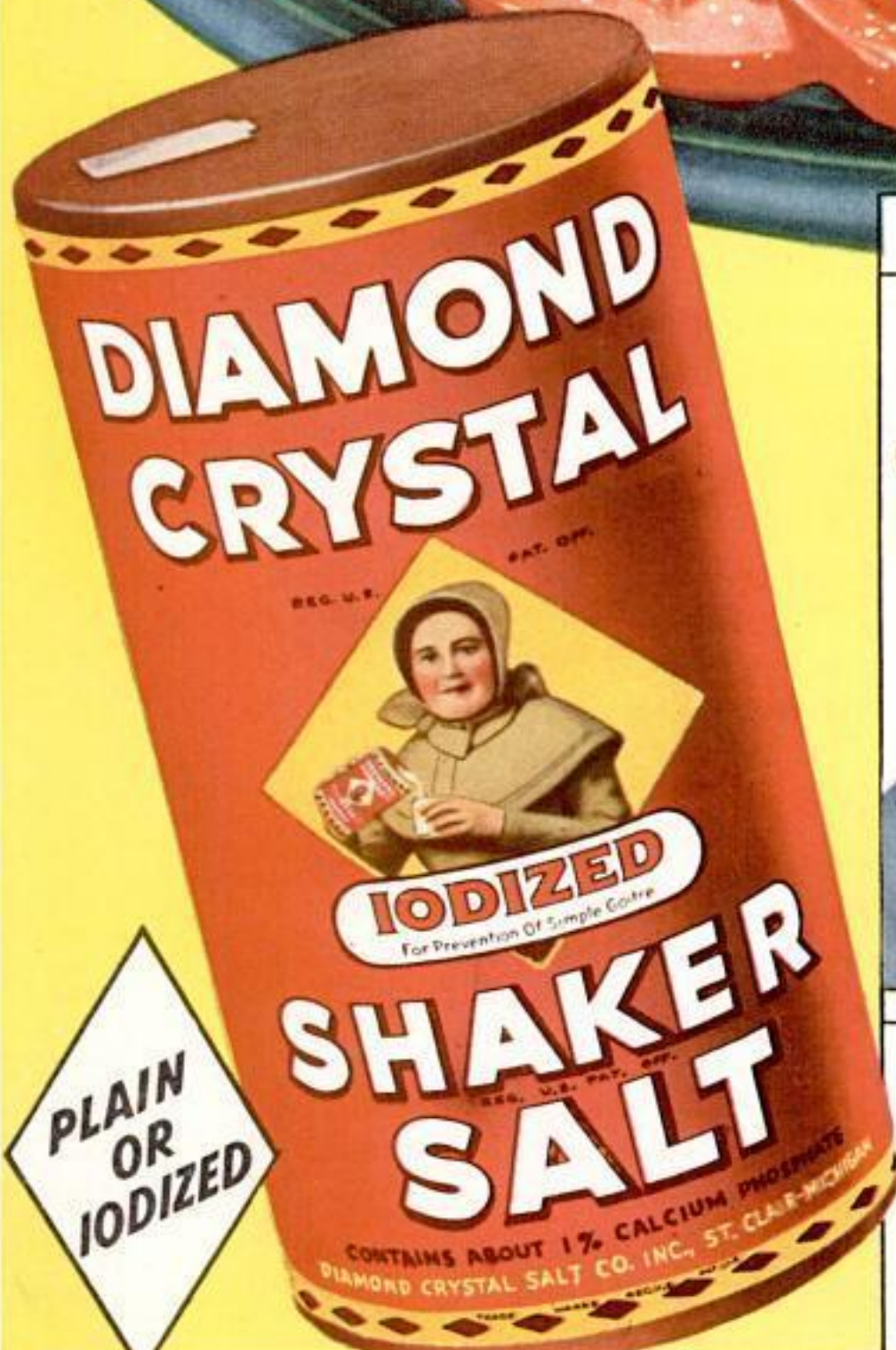
FLOWS FREELY
RAIN OR SHINE



SEASONED WITH ORDINARY
SALT—YOU GET ONLY PART
OF THE FLAVOR OF FOODS



SEASONED WITH DIAMOND
CRYSTAL SHAKER SALT, YOU
GET FULL, DELICIOUS FLAVOR



PLAIN
OR
IODIZED

WHY LEADING FOOD AUTHORITIES ADVISE DIAMOND CRYSTAL



A LOT OF WOMEN
DON'T REALIZE WHAT
AN AMAZING DIFFER-
ENCE THE RIGHT SALT
CAN MAKE IN THE
PROPER SEASONING
OF FOODS!

Frances Lee Barton
FAMOUS FOOD
AUTHORITY



YOU SEE, MRS. BROWN, WHEN
YOU USE ORDINARY SALT
YOU MISS PART OF THE
TRUE FOOD FLAVOR. BUT
DIAMOND CRYSTAL SHAKER
SALT BRINGS OUT THE REAL
FLAVOR—SEASONING YOUR
FOOD THOROUGHLY!

I'LL GET SOME
AND TRY IT!

WHY DIAMOND CRYSTAL SHAKER SALT MAKES FOOD TASTE BETTER



Ordinary Salt



Diamond Crystal Salt

(from actual microphotos)

Ordinary table salt comes in small, hard cubes which melt slowly, season unevenly. Diamond Crystal Shaker Salt is made by an exclusive process in far finer, flakier grains that dissolve much faster, really blend into foods . . . season evenly and thoroughly. Thus Diamond Crystal brings out the full, NATURAL flavor of foods.

TRY THE APPLE TEST

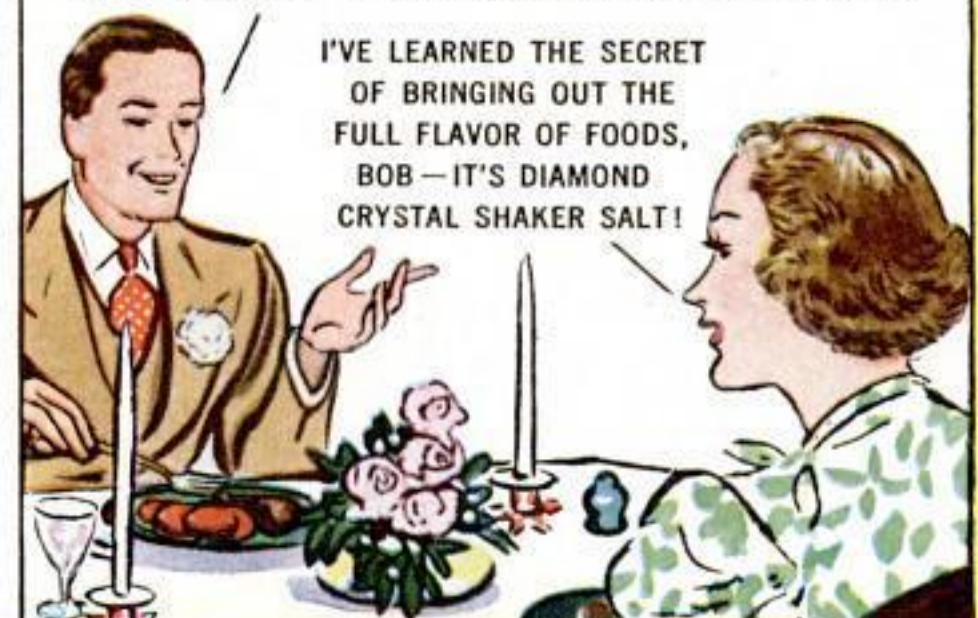


Prove to yourself that there is a difference in salt! Peel and quarter an apple. Dip one quarter in some Diamond Crystal Salt. Taste it and notice the smooth evenly seasoned flavor.

Then dip another quarter into any other salt. You'll notice a much harsher, bitter "chemical" taste.

DINNER THAT NIGHT AT THE BROWNS'

LOIS, THIS IS THE BEST DINNER I'VE EATEN IN MONTHS! YOU'VE SUDDENLY BECOME A REGULAR COOKING GENIUS!



I'VE LEARNED THE SECRET
OF BRINGING OUT THE
FULL FLAVOR OF FOODS,
BOB—IT'S DIAMOND
CRYSTAL SHAKER SALT!

AMERICA IS SPEAKING IN PRAISE of PONTIAC

TURN BACK YOUR MIND to December 29th, 1934. That is an important date in Pontiac history. For on that day, the first Silver Streak flashed across the motor car horizon.

. . .

In appearance, it represented a sweeping break from the conventional. In design, it embodied a basically new idea: *a low-priced car with every feature of the finest on the market.* America came, looked, began to buy. Pontiac sales shot sharply upward and have been steadily climbing ever since.

. . .

America christened it, "*The most beautiful thing on wheels.*" So dependably did it operate, so faithful was it in performance that letters from owners began to arrive, first in tiny trickles and then in a swelling flood. From North, East, South and West they came and from people in every walk of life. From farmers and business men; from salesmen and bankers; from workmen and housewives; from the young and the old; the conservative and forward-

looking. America was speaking in praise of Pontiac's goodness. Swiftly the months sped by. The successor to the original Silver Streak met an even more wholehearted public reception. Able dealers of exceptional standing in their communities began gathering under Pontiac's banner, attracted by the car's spreading reputation and impressed by the company's equitable policies. The stream of letters from satisfied owners kept growing steadily in volume. For dependability, comfort and handling ease; for advanced engineering, thorough going quality and economy of operation, here was *America's best recommended car!*

. . .

And when the 1937 Pontiac made its bow, its greater size, its smarter appearance, its improved economy and performance were summed up by the nation in one short telling phrase, "America's finest low-priced car." And over night, it made a market of its own.

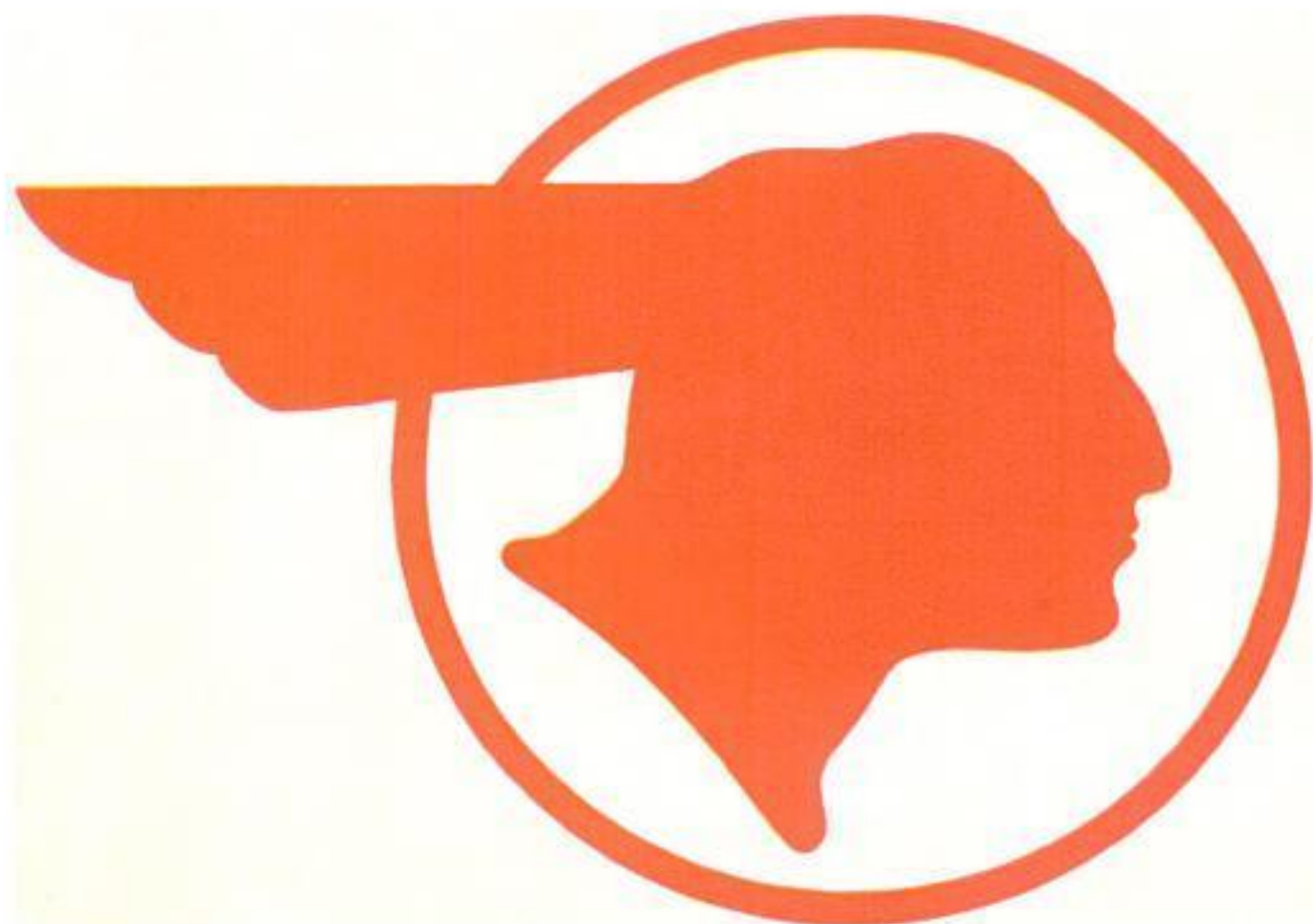
. . .

Soon Pontiac's great modern plant began being taxed to produce the cars the public wanted. And only a few weeks ago, an all-time record month of production was taken in full stride—with **QUALITY**, not quantity, as the watchword! For all of us, at Pontiac, from general management to final inspectors, have become resolved to build each car in such a way as to win and hold increasing good will!

. . .

Yes, something has happened at Pontiac; something you can see in the rugged and beautiful Pontiac of today; something you can sense in the bright and busy salesrooms of Pontiac dealers about the land; something you *know* when you talk to an owner of "America's finest low-priced car."

PONTIAC MOTOR DIVISION, PONTIAC, MICHIGAN
General Motors Sales Corporation





PONTIAC
CHIEF OF THE OTTAWAS
by
JERRY FARNSWORTH, N.A.

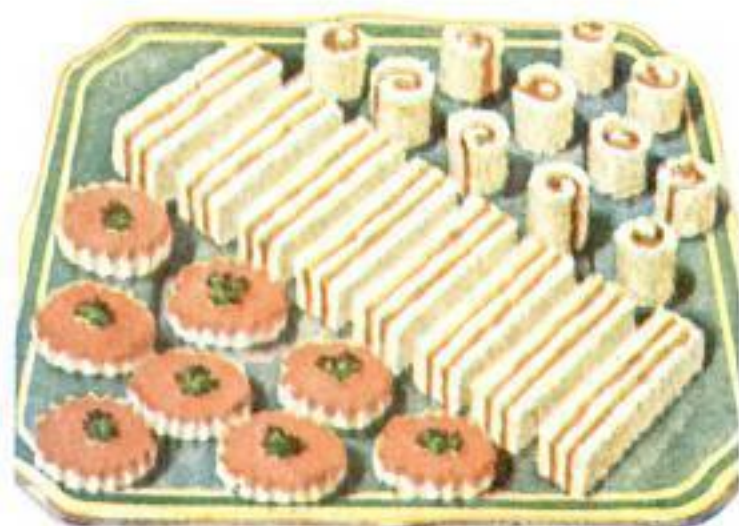
A life size original presented to the Pontiac Motor Division by the school children and citizens of Pontiac celebrating the Company's tenth anniversary. Now hanging in the Company Administration Building at Pontiac, Michigan.

• • •
A copy of this picture, suitable for framing, will be sent to you upon request. Write to the Pontiac Motor Division, General Motors Sales Corporation, Pontiac, Michigan, and enclose ten cents in stamps to cover mailing.



New! COCKTAIL SAUSAGES

Movie stars gobble 'em up!
See Universal's "Love in a Bungalow"
Spring these at your next party and see the hit they make! Libby's Cocktail Sausages are spicy, tender little tidbits, quick and easy to prepare. Two kinds: Pork Sausage, Frankfurters. Serve the Frankfurters hot or cold, the Pork Sausage sizzling.



New! COCKTAIL SPREADS

For hors d'oeuvres and sandwiches

Here's another Libby contribution to successful entertaining—three tempting new Cocktail Spreads. Ham and Tongue and Liver . . . they're velvety-smooth, spread as easily as softened butter. And what flavor! Spicy, rich, tongue-teasing. Unusual hors d'oeuvres are quickly made with Libby's Cocktail Spreads and crackers. Or use them in dainty little sandwiches.



DEEP-BROWN BEANS

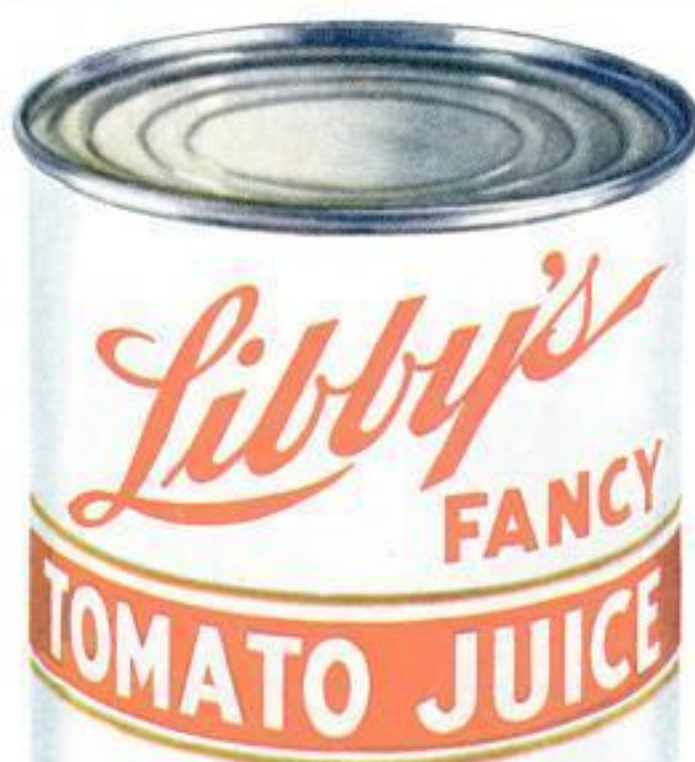
Finer flavor all the way through!

Just taste 'em! See if you don't agree that Libby's Deep-Brown Beans are the zestiest, flavor-iest, *grandest* beans you ever had the pleasure of eating. Cooked a new way exclusive with Libby, these beans are mealy as a well-baked potato; perfectly "done"; *finer-flavored all the way through!* Libby's Deep-Brown Beans come in four styles: with Pork and Tomato Sauce; with Pork and Molasses; Vegetarian Style; Red Kidney Beans. Just right with beans is a cucumber and tomato salad.

100
Libby's
FOODS
ALL AS FINE AS LIBBY'S
TOMATO JUICE



Which . . . for your family?



Marvelous flavor!



DISCOVERING the finer flavor of Libby's, thousands of families are drinking *more* tomato juice. So Libby offers the convenience and economy of a variety of sizes. The juice of red-ripe tomatoes dewy fresh from the vines, taken by a patented *gentle press* method, Libby's is richer, smoother, grander. And it's a *dependably excellent* source of vitamin C; supplies vitamins A, B, G as well. Get some today.

Libby's
gentle press
U. S. PATENT 1,956,615
TOMATO JUICE



FIFTY-CENT POLO ATTRACTS PUBLIC TO HIGH-GOAL GAMES



High-goal polo, which means high-grade polo, used to be an exclusive sport dominated and largely attended by an exclusive group of Long Island socialites. But in 1934, George H. ("Pete") Bostwick announced that the public could come to Bostwick Field near Westbury and, for only fifty cents, watch him and friends play polo. The idea was mostly to provide an audience which would give the informal games more edge, make them more fun. Crowds have grown steadily. Today they average 2,500 per game. This year the Meadow Brook Club, symbol of all that is hoity-toity about U. S. polo, ran a well-attended 50-cent tournament.

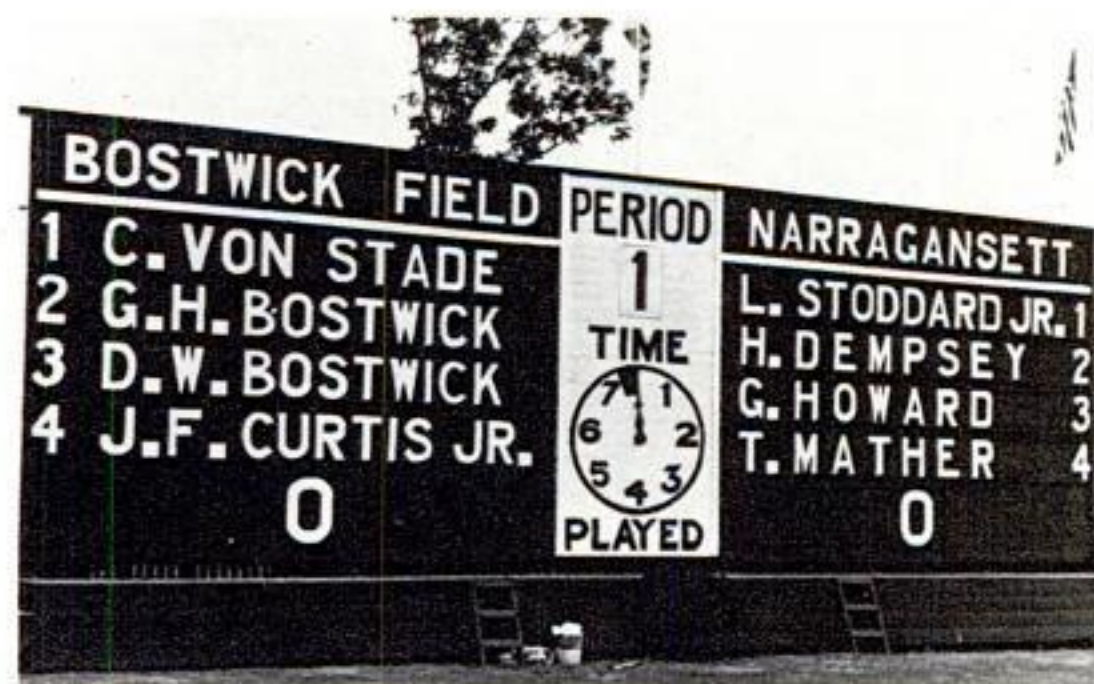


The 50-cent audience is nice but not socialite, very much like the crowds that attend tennis matches. No

seats are reserved, though a special section is kept for players' friends and Meadow Brook Club members.



Advertising signs, like this at Bostwick Field, have been built along Long Island roads to attract Sunday motorists to 50-cent games.



Scoreboard at Bostwick Field is biggest and best in the world. Howell Howard, whose name appears above was killed in a game July 8.

CONTINUED ON NEXT PAGE



Testing his mallet (above) is Pete Bostwick who wants to be sure that the bamboo shaft is strong and flexible. Mallets cost \$5 each. A high-goal player needs more than 20 a year.

FIFTY-CENT POLO IS A BIG BARGAIN

(continued)

At 50 cents, the high-goal polo played on Long Island is a big bargain because its players include such great names as Hitchcock, Iglehart, Guest. Such a polo bargain is practical to offer because the expense of the game is borne almost entirely by the players, who are both amateur and rich. A high-goal player may have to spend as much as \$25,000 for horses and equipment, may have to pay \$7,500 a year just for upkeep. Although high-goal polo is very expensive, the game has attained nationwide popularity in the last ten years and today there are some 5,000 U. S. polo players, good and bad.



Polo strokes are here demonstrated by Pete Bostwick. This is the simplest stroke: a forehand from the near side. The ball is being dribbled down the field for good position.



This forehand stroke has sent the ball under horse's neck. Mounts don't shy at this.



Offside forehand somewhat resembles a tennis backhand shot. The mallet crosses the horse's back. Notice that the ball is always hit with the broad side of the mallet head.



Offside backhand, in which ball is hit backwards, is one of the most difficult polo shots.



Gentlemen jockeys are Pete Bostwick and Louis Stoddard Jr. (right) who play at Bostwick Field. They are two of the very ablest amateur jockeys in the U. S. Both of them rode in the 1936 Grand National steeplechase at Aintree, England. Neither of them won. Bostwick, a slim, horsey and likable young millionaire who inherited a Standard Oil fortune from his father, has a polo handicap of 7 goals, only 3 below the highest possible rating. Stoddard, whose handicap is only 2 goals, is the son of one of the small group of Long Islanders who boss high-goal U. S. polo.





It's the hidden values that determine your money's worth—remember there is

No Reclaimed Rubber In General Tires

● Just 10 short years ago, America went through an epidemic of putting reclaimed rubber in tires...based on the false premise of rubber conservation.

America knows the disastrous results of that costly experiment . . . using 3 sets of tires to go the distance one should travel, blowouts, constant trouble.

General Tire warned motorists then that "You can't save rubber by using less of it."

Today, history repeats. When crude rubber was 3c a pound all manufacturers used it extensively. The price of crude rubber has soared—it is up 110%.

But here is the important fact. The necessity

for using the same quantity of good rubber for the sake of quality does not change regardless of fluctuations in rubber prices.

Putting reclaimed rubber into a tire is as fundamentally wrong as the subterfuge of putting water in milk. It saves money for the manufacturer, but it dilutes the quality of the entire rubber structure.

When you buy General Tires you buy tires made from fresh, pure, virgin crude rubber stock. Never an ounce of reclaimed rubber.

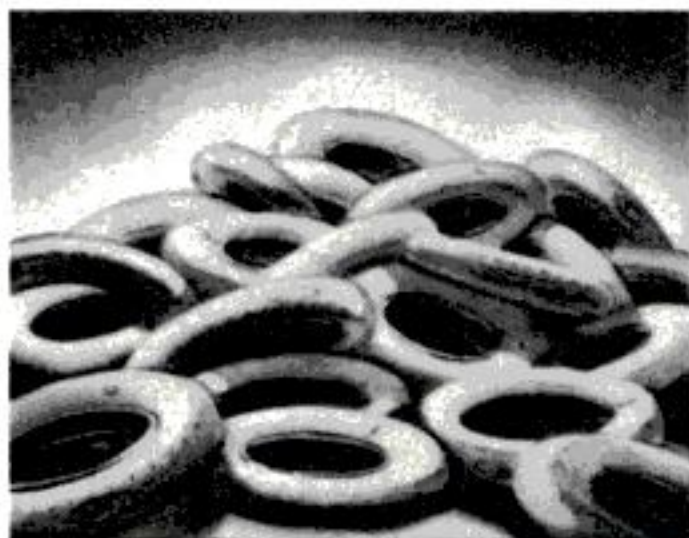
You should know the facts. There is no economical substitute for quality. See the General Tire dealer today and find out how easy it is to get America's Top-Quality tire on your car.

THE GENERAL TIRE & RUBBER COMPANY • AKRON, OHIO

In Canada—The General Tire and Rubber Co. of Canada, Limited, Toronto Ontario



FRESH RUBBER comes from the rubber plantation. Nature gives it its resiliency. Only fresh, plantation grown rubber is used in General Tires.



RECLAIMED RUBBER is made from tires that have run out their span of life. This rubber has lost its freshness, its strength and elasticity. It can never get it back.



WATER IN MILK. Putting reclaimed rubber into a tire is as fundamentally wrong as putting water in milk. It dilutes the quality of the entire rubber structure.



SOLID RUBBER. Reclaimed rubber is all right for your children's toys. Solid rubber products don't need the soft, resilient strength that pure, fresh rubber gives to tires.

© The General Tire & Rubber Co., Akron, O.



1 Wendy Barrie, star of the Universal Picture, "Wings Over Honolulu", shakes ...



2 ... hands with Oliver L. Parks, president of Parks Air College, East St. Louis, Ill. Parks Air College is known as the ...



3 ... world's largest civilian aviation school and uses Sinclair lubricants exclusively in its fleet of 12 training planes. You'll see why when you ...



4 ... try Sinclair Opaline or Sinclair Pennsylvania Motor Oil in your car. These oils stand up better and last longer in the heat of hard driving. They are safer. See your nearby Sinclair dealer today.

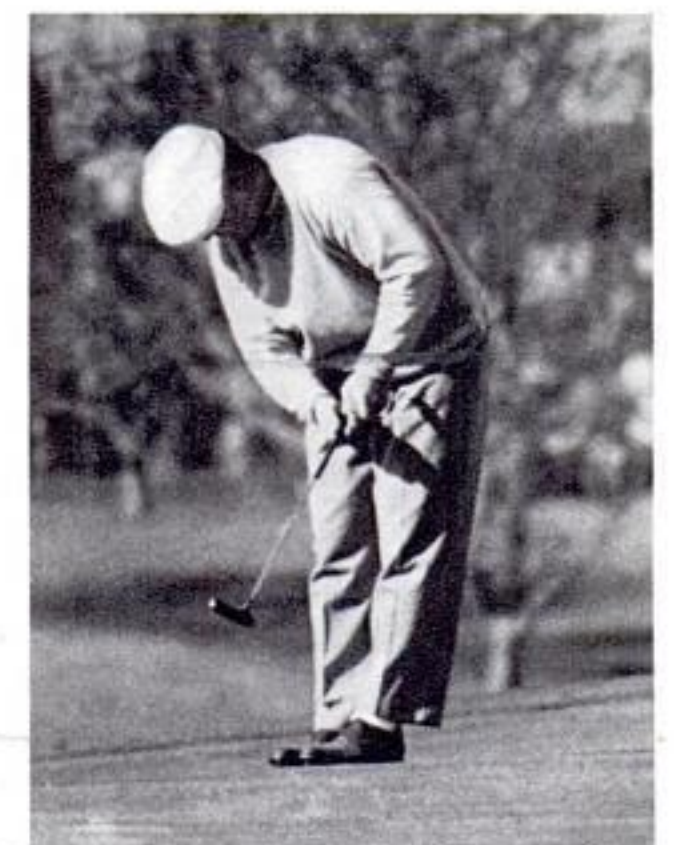
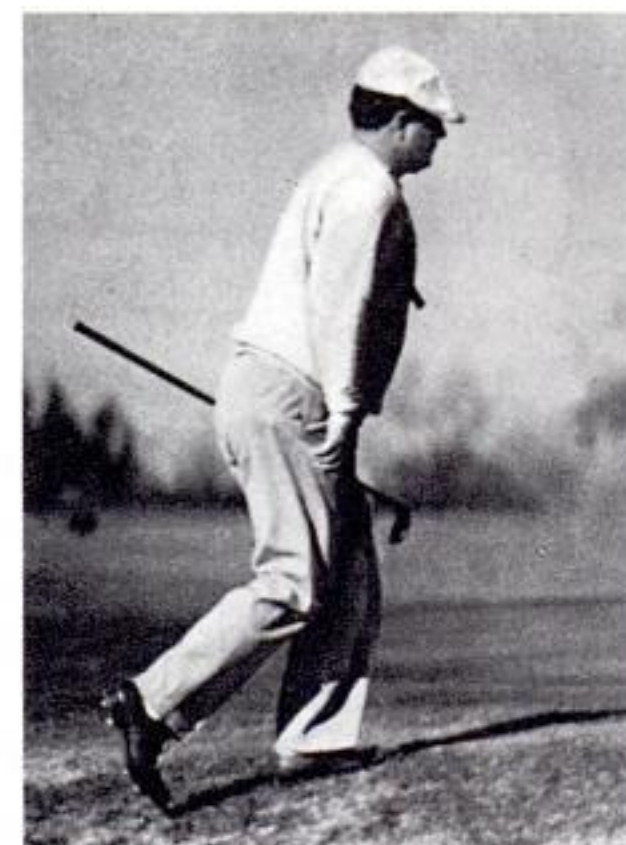
MYSTERIOUS MONTAGUE IS UNMASKED

From Hollywood some three years ago began to come rumors of a prodigious character calling himself John Montague who could lift Oliver Hardy onto a piano with one hand and kill a bird with a golf ball at 170 yd. Golfers grew excited when George Von Elm played with Mysterious Montague, called him the "best golfer in the world." Popular with film stars, genial, 220-lb. Montague refused to be photographed or play publicly, would not tell where he or his plentiful supply of money came from.

On July 9, his masquerade was explained and ended when he was arrested in Beverly Hills as La Verne Moore, formerly of Syracuse, N. Y., wanted for his part in a \$750 roadhouse holdup near Jay, N. Y. in 1930. Giving Bing Crosby as reference, Moore was freed on bond to await extradition proceedings July 26.

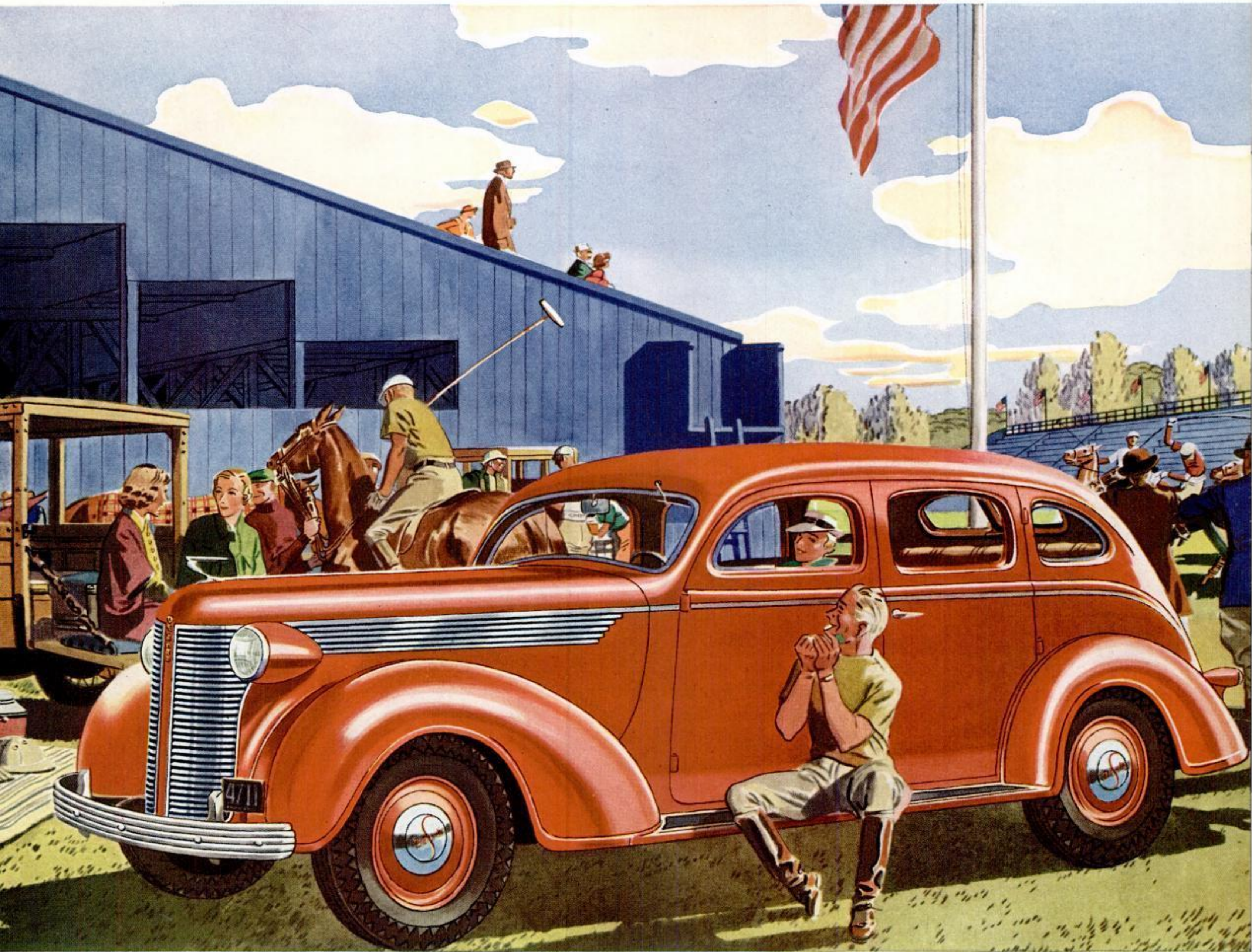


"JOHN MONTAGUE" WHO TURNS OUT TO BE LA VERNE MOORE



ONLY PICTURES OF "MONTAGUE" WERE TAKEN BY TELEPHOTO LENS

GREATEST CAR VALUE IN AMERICA TODAY!



Are We
Exaggerating? Read
these Facts...Judge
For Yourself

WHEN OWNERS SAY that the new De Soto is the *greatest car value in America today*, they are basing their opinion on hard facts.

FACTS that tens of thousands of new De Soto owners have proved in millions of miles of driving.

From the very first, this new De Soto was skillfully planned to give you *more for your money*.

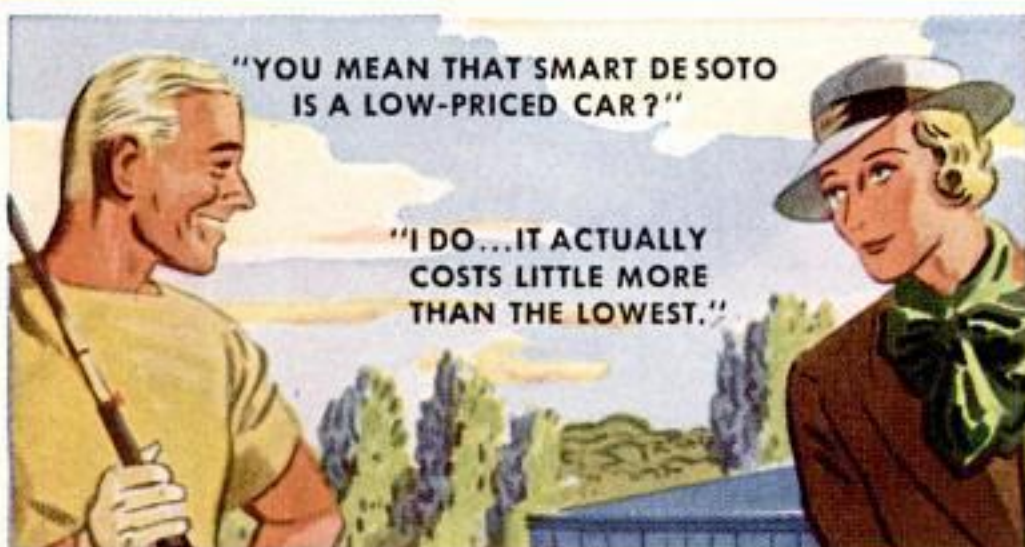
MORE in roominess and comfort...the *big* car in the low-price field...plenty of room for six.

MORE in performance and economy...a powerful 93-h.p. "Economy Engine."

MORE in riding comfort...four new double-acting hydraulic shock-absorbers.

MORE in safety...genuine hydraulic brakes and a one-piece steel top on a safety-steel body.

AND MORE IN SMARTNESS, TOO!...Yet De Soto is now priced just above the lowest! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



"YOU MEAN THAT SMART DE SOTO IS A LOW-PRICED CAR?"

"I DO...IT ACTUALLY COSTS LITTLE MORE THAN THE LOWEST."

"HEARD ABOUT DE SOTO? IT'S NOW PRICED JUST ABOVE THE LOWEST!"

HIGH LIGHT FEATURES: 1. New 93-h.p. "Economy Engine." 2. New ride...with 14 "Float" Body Mountings and "Airplane-type" Shock-absorbers. 3. First complete Sound-Proofing. 4. Safety-Steel Body, one-piece steel top. 5. Genuine Hydraulic Brakes. Ask for Official Commercial Credit Company Finance Plan. TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p.m., E.D.S.T.

DESOTO
*America's Smartest
Low-Priced Car!*

AUTO-LITE SPARK PLUGS

*complete the
Ignition System*

With the FIRST Spark Plug ... Ignition Engineered by Ignition Engineers

● Auto-Lite Ignition Engineers, after a quarter-century of research and experience, have developed the Auto-Lite Spark Plug as a component part of the Ignition System, the first spark plug built to work in perfect harmony with the rest of the ignition system—and as a result, produce perfect performance. The FIRST Spark Plug Ignition Engineered by Ignition Engineers.

To accomplish this, Auto-Lite engineers developed new materials and greatly improved features. Konium, for example, is a new electrode superior in vital properties to anything heretofore available. Ziramic is a new insulator material developed and made by Auto-Lite. These features insure longer life and better ignition performance.

AUTO-LITE "BALANCED IGNITION" PERFORMANCE

Auto-Lite Spark Plugs are built to work in perfect harmony with the rest of the Ignition System, and as a result, produce "Balanced Ignition"—more power in your motor—a spark of the right characteristic, delivered in the right place, at the right time. Your motor will prove these facts to you as soon as you install a set of Auto-Lite Spark Plugs. Merchandising Division, The Electric Auto-Lite Company, Toledo, O.



THESE MANUFACTURERS SPECIFY AUTO-LITE EQUIPMENT

The Electric Auto-Lite Company is the world's largest independent manufacturer of automotive electrical and other automotive equipment. Today, Auto-Lite supplies one or more products to this outstanding list of car, truck and engine manufacturers.

ALLIS-CHALMERS... AUBURN... BROCKWAY... CHRIS-CRAFT
... CHRYSLER... DE SOTO... DIAMOND T... DODGE...
FEDERAL... FORD... GRAHAM... GRAY MARINE... HUDSON...
HUPMOBILE... INTERNATIONAL HARVESTER... KERMATH
... LINCOLN... LYCOMING... NASH... PLYMOUTH...
PACKARD... REO... STUDEBAKER... WHITE... WILLYS.



CHARLIE MCCARTHY IS THE MOST OBJECTIONABLE YOUNG MAN IN AMERICA

Charlie McCarthy is a ventriloquist's dummy of rare parts. He and his creator, Eddie Bergen, have been on the radio since last December and Charlie has become steadily more saucy, caustic and independent until at times he has seemed to be quite beyond his creator's control. When the pair went on the Chase & Sanborn hour in May, W. C. Fields was added to the program in an effort to cope with Charlie. It was no use. Even the great Fields got the worst of it. The state of affairs has reached the point where the august New York *Times* has added Charlie to its editorial worries. On July 10 the *Times* declared:

"Charlie McCarthy, the overbred brat of the radio, is so insufferably satisfied with himself that it is risky to praise him in public. But Charlie has become the most real personality on the comic air waves this season. . . .

"The impression of reality comes chiefly from his voice, which has abundant range and variety. Basically, it is arid. Although Charlie is apparently still in his 'teens, his little voice is weary of the world. It has the infernal, fatigued assurance of a lad who has been too much in the company of his elders; it is suave, condescending and impertinently familiar. . . . [Charlie] has a bland tone for throw-

ing an adversary off the track. When he feels that he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or to resist. His laugh is mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture.

"Charlie is a fairly objectionable little fellow. . . . A stern parent should have whaled the conceit out of him years ago, and perhaps W. C. Fields, his colleague on the same program, will do it yet. The great mountebank of stage and screen is no one to trifle with. 'My diminutive little chum,' Mr. Fields calls him with grand and tautological venom as though he were sharpening a scalpel. For this wooden imp of the radio who sits on a ventriloquist's knee has no respect for his betters. Make no mistake about it, he is a bad egg. And his personality is developing so rapidly that even Mr. Bergen is losing control of him, and week by week has less and less to say for himself. Charlie Frankenstein McCarthy may be the proper way to refer to him a few months from now."

For abundant evidence that the *Times*' alarm is well grounded, turn the page.



Charlie blows his nose, with the help of Eddie Bergen, on Fields' necktie. "Why you little twig," says Fields, "I'll saw you down."



Fields makes a monocle of his cane to mock the dummy. "He's drunk," says Charlie. Fields: "Yes, but you're full of termites."



"Pretty dumb!" sneers Charlie as Fields puts his hat on his cane. Fields says at least his head is not made of wood.



Fields starts a story but Charlie breaks in: "If they'd made your face of wood they'd have had to use redwood for the nose."



Fields distracts the attention of Bergen, while he raises his trusty cane to do physical damage to the impertinent little dummy.



Fields is caught by Bergen who bawls him out for being a bully. Charlie: "I don't think Mr. Fields loves me."



"He's a fresh little punk. I'll break every knot in his body," threatens Fields. He borrows Charlie's silk hat to do a trick.



Fields juggles Charlie's hat with his nose. Bergen is amused but Charlie watches without interest and makes noises of disdain.



Fields completes his trick successfully. Charlie is completely unimpressed. His crowning insult: "You bore me."

Charlie McCarthy worsts Fields

Charlie McCarthy, the dummy, is probably the first person in history to shake the magnificent aplomb of W. C. Fields. No matter what crushing epithets Fields may hurl at him, Charlie is ever imperturbable and ready with a comeback. Fields' favorite insults concern the fact that Charlie is made of wood. ("Stop scratching, you're getting sawdust all over the floor." "Get away, you're a flophouse for termites," etc.) Charlie picks on Fields' propensity for liquor and mocks his tall stories. Both Bergen and Fields write their own dialog and some of it is ad-libbed during the broadcast. The pictures on this page were made at a rehearsal of their program in Hollywood.



Charlie is too bored to stay awake any longer. With a cup of water by his side he stretches out on a pair of chairs and dozes off.



In a suitcase Charlie is packed up for the night, and Eddie Bergen places him in the baggage compartment of a car.

The Biggest Radio Buys of 1938!

THESE examples chosen from the new 1938 General Electric Radios represent good news for radio buyers. Never in G-E history has so much beauty, performance, and sheer value been offered for your money. See and hear them soon—at your nearest G-E Radio Dealer's. This year, more than ever, you'll get more when you buy a new 1938 G-E.

with the new and exclusive G-E TONE MONITOR

- New cabinet styling—hand rubbed finishes
- New Louver Dials
- Visual Volume and Tone Indicators
- American and Foreign Programs
- Extended Tone Range
- Police, Amateur and Aircraft Calls
- New Stabilized Dynamic Speakers

Your General Electric radio dealer will make a liberal allowance for your present radio and arrange convenient terms of payment.



WITH THE AMAZING NEW G-E TONE MONITOR—

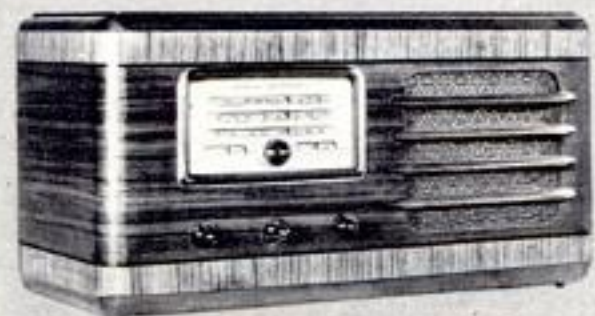
MODEL F-65—6 tubes, 2 bands—TONE MONITOR, Louver Dial—Domestic and Foreign Stations—Police, Amateur and Aircraft Calls—Large Dynamic Speaker—5 watts output.



MODEL F-53
5 tubes, 2 bands—Edge-lighted Dial—Domestic Stations, Police, Amateur Calls—Large Dynamic Speaker.



MODEL F-63—(at left) 6 tubes, 2 bands—TONE MONITOR, Louver Dial—foreign and Domestic Stations—Police, Aircraft, Amateur Calls—Large Dynamic Speaker—5 watts output.



MODEL F-70—(at right) 7 tubes, 3 bands—TONE MONITOR, Louver Dial—Foreign and Domestic Stations—Police, Aircraft, Amateur Calls—Large Dynamic Speaker—5 watts output.

12 Super Value G-E Models to select from \$19.95 Up

Prices slightly higher South and West—subject to change without notice.

The New



GENERAL ELECTRIC

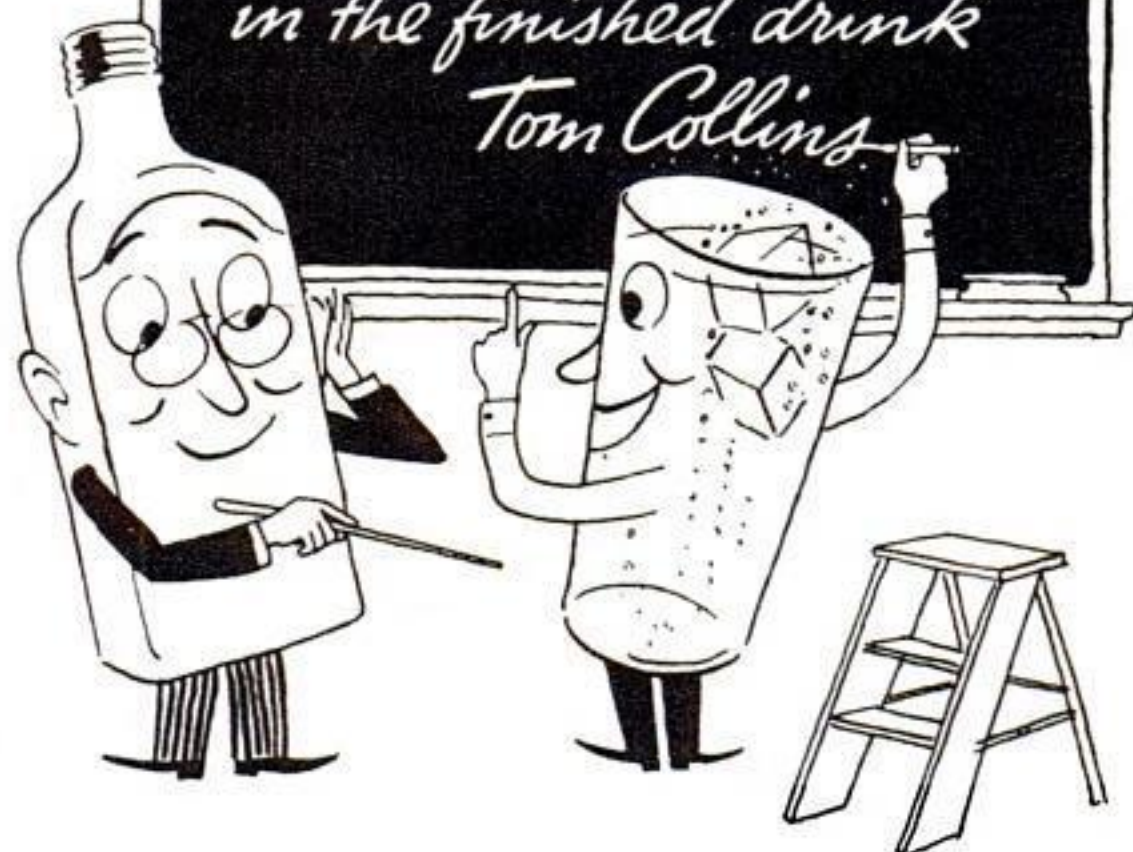
RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. D. S. T. RED NETWORK N. B. C.

WHEN IS GIN A MIXER?

*It is a mixing gin,
we think, when you
neither smell nor taste it
in the finished drink*
Tom Collins



IN OUR SCHOOL of thought, only a mixer can fortify the lemon, sugar and soda, yet turn out a finished Tom Collins in which you neither smell nor taste the gin.

Mixed drinks are an American idea. To meet the American taste for smooth mixed drinks, Fleischmann's Gin is distilled especially for *mixing*—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy Fleischmann's Gin. For a perfect Tom Collins, say: "Make it with Fleischmann's." The Fleischmann Distilling Corporation, Peekskill, N. Y.

Also Fleischmann's Sloe Gin, 65 Proof
Copr., 1937, by The Fleischmann Distilling Corporation

THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quart



ROCKETTES ARE "FORMIDABLES" IN PARIS

Back to New York sailed the 46 "Rockettes" of the Radio City Music Hall troupe, after a one-night stand at the Paris Exposition. As representatives of the U. S. Dance, the Rockettes were a sensational success, causing Frenchmen to leap from their chairs with shouts of "*Formidable!*" ("Swell!"). The Rockettes' trip was not so swell. Said one: "Paris was probably great but we couldn't get near it. They gave us a lot of parties, oh lots and lots, but we couldn't have any private dates, although I did meet an Argentine who was very handsome and had lovely manners . . ."



White wine was a discovery to many a Rockette, including Dorothy Collins of Metropolis, Ill. who seems uncertain about it.

Telephoning in French was a problem. Rockette LaVon Nunamaker of Ames, Iowa (*below*) wonders what is French for "7."



The Rockettes in action (*below*) form a semicircle on the stage of the Grand Palais at the Paris Exposition. The 46 girls danced four numbers, lasting a total of 15 minutes, amazed the audience by their military precision.





Sight-seeing, heavily chaperoned, was the Rockettes' chief diversion. Here they are tramping past the Palace at Versailles. "Yeah, that's Paris," says one of the Rockettes to another (below). From a hotel window is how the Rockettes saw most of gay Paris.



HERE COMES Presto Tray CHAMPION LIFE SAVER



Meet the champion of summer sipping and make your own cool wave with the Magic Finish Patented* Contour Presto Tray. In a flash, it's out of the freezing compartment because Presto Tray's Magic Finish does not stick. Then a gentle caress of its patented contour pops out a rubber gridful of ice cubes... instantly, ready for use... one or a dozen as (and when) you need them.

**SPLIT SECOND
RELIEF
FOR WEARY DRINKS**



High-Speed Freezing* Split-Second Release

THE
MAGIC FINISH
PATENTED CONTOUR
**Presto
Tray**
WITH RUBBER GRID
★
ICE CUBES IN 10 SECONDS
*Patent Pending

Here's quick relief for hot weather grief and throats that are hot and dry. So stop scowling! Start smiling at the utter simplicity with which the Magic Finish Presto Tray of Patented Contour gives you ice cubes instantly... full-sized, cold and dry. Enjoy all the benefits of all the ice you freeze *without* melted or wasted cubes.

Ideal for frozen desserts and salads, Presto Tray gives you all the advantages of a fast freezing metal tray plus all the conveniences of a rubber grid. Insist that the refrigerator you buy comes fully equipped with Magic Finish Presto Trays.

★
INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio.



A TOAST IN MANILA: (L. TO R.) MRS. GEORGE JO MEYERS, GEN. HOLBROOK, U. S. A., MRS. SERGIO OSMEÑA, HIGH COMMISSIONER McNUTT, MRS. MACARTHUR

"TO THE PEOPLE AND PRESIDENT OF THE PHILIPPINES!"

Wineglasses play part in battle for power and prestige

The U. S. Governorship of the Philippines is a job which can either make or break. It broke General Leonard Wood, and a Filipino who did much to smear him with the brush of "militarism and imperialism" was a proud, shrewd little politico named Manuel Luis Quezon. That same Quezon, as President-Boss of the Philippine Commonwealth, now threatens trouble to U. S. High Commissioner Paul Vories McNutt, domineering onetime Governor of Indiana.

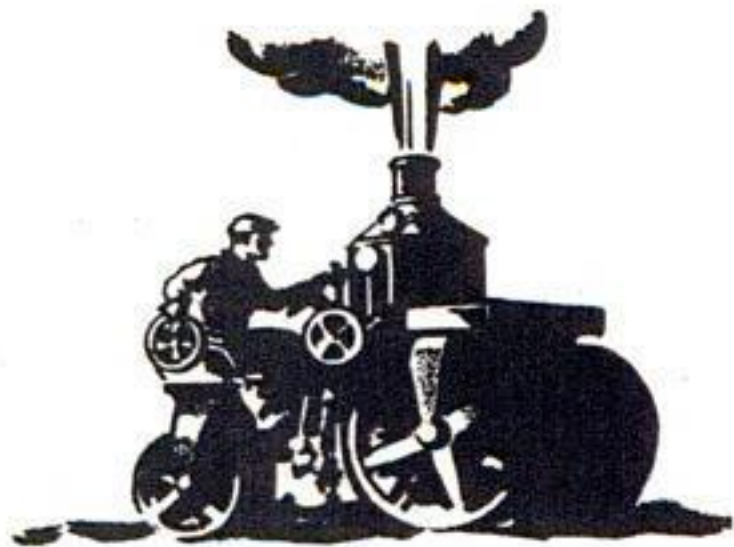
When the new Commissioner arrived at his post last April, President Quezon was off on a junket to the U. S. and Europe. But the brown-skinned boss was running his government by radiotelephone and, cock-sensitive about his prerogatives since independence was promised for 1946, he was primed to

challenge the vague powers of the High Commissioner. Friction blazed out last May when Commissioner McNutt instructed Manila consulates to toast him ahead of President Quezon at official dinners. With Quezon still absent, the Commissioner gave his first party June 25, honoring Vice President Sergio Osmeña (*see above*). His position as host eliminated the problem of toasting precedence. The order of toasts was: 1) President Roosevelt; 2) the Philippine people and President; 3) the guest of honor.

On July 10, Commissioner McNutt found himself again in hot water when a squabble arose over whether he had said, in a speech on July 4 and in a later press conference, "Democracy in the Philippines is a matter of form and not of substance."



Mrs. Douglas MacArthur, wife of the Philippine Field Marshal, joins in a toast. The Marshal has reputedly been looking after the High Commissioner in Boss Quezon's absence.



IF you drove a steam-roller

—you could afford to laugh up your sleeve-valve at the idea of scientific lubrication. Steam-rollers can get along fairly well with one or two heavy grades of grease. The modern motor car can't. Every moving part of your automobile requires a lubricant made especially for that part, applied by someone who knows exactly what he's doing. The car owner who neglects this vital element generally gets a none-too-gentle reminder in the form of stiff repair bills.

To give your car the lubrication it needs, go regularly to a place where HYVIS Mileage-Metered Motor Oils and Lubricants are used. There you'll find the right materials, the right equipment, and the necessary skill to do a thoroughly good job of lubrication. Illustrated on this page are four such places, and several more are listed at the right. It will pay you to patronize their counterparts in your locality.

HYVIS

Mileage-Metered LUBRICANTS

TRADE MARKS REG. U. S. PAT. OFF.

Identified by the Pennsylvania Grade Crude Oil Association Emblem, Permit No. 4



Central Pontiac Sales Corp., Seattle, Wash.
... Experts in scientific lubrication!



Ryal Miller Chevrolet Co., Sioux City, Iowa.
... You'll get a good job here!



Monarch Motor Co., Buick Dealer, Indianapolis, Ind. ... Lubrication specialists!



Conart Motor Sales, Inc., DeSoto-Plymouth Dealer, Akron, Ohio ... Your car is safe here!

for 3-figure mileage . . .	up to . . . 999	use HYVIS 3
for 4-figure mileage . . .	from . . . 1000 to . . . 9999	use HYVIS 4
for 5-figure mileage . . .	from . . . 10000 to . . . 29999	use HYVIS 5
over 30,000 miles . . .	from . . . 30000 to reboring . . .	use HYVIS 6

(After reboring always count mileage as if car were new at that time.)

The HYVIS Mileage-Metered Chart shows you at a glance what motor oil your car requires at any point in its lifetime. HYVIS matches oil to motor wear. In respect to chassis and body lubrication, any HYVIS dealer will gladly explain to you the HYVIS Lubrication Cycle, which assures you of proper lubrication at all times.

A few of the 15,000 places to go to get HYVIS Mileage-Metered Lubrication. This partial list is typical of the outstanding dealers featuring HYVIS.

ADRIAN, MINN. Benson Chevrolet Co.
AKRON, OHIO Conart Motor Sales, Inc.
ALBUQUERQUE, N. M. Leo's Gas Depot
BAR HARBOR, MAINE Kittredge Motors, Inc.
BIRMINGHAM, ALA. Birmingham Elec. Battery Co.
BREMERTON, WASH. Pop's Garage
BROOKLYN, N. Y. Kinney Motors, Inc.
CHATTANOOGA, TENN. Harvey Ownbey's Garage
CHEWELAH, WASH. Arrow Motor Co.
CHEYENNE, WYO. Railway Motor Fuels, Inc.
CHICAGO, ILL. Roseland Buick Sales Co.
CLAY CENTER, NEBR. H. O. Smith
CLINTON, IOWA Brant Auto Co.
COBLESKILL, N. Y. Cobleskill Sales Co.
COLUMBUS, MISS. O. K. Motor Co.
DELANO, CALIF. Thrasher Motors Co.
DENVER, COLO. George Irvin, Inc.
DETROIT, MICH. Beste Accessories (Super Service)
DES MOINES, IOWA McDonald Service Station
DUQUESNE, PA. Piri's Filling Station
EAU CLAIRE, WIS. Dorner's Standard Service
EMERSON, N. J. Orton's Service
EL CENTRO, CALIF. County Garage
ELY, NEVADA Moore Motor Co.
EUGENE, OREGON Lane Auto Co.
FERGUS FALLS, MINN. Lake Region Motor Co.
FORT WORTH, TEXAS Sanford Webb Motor Co.
FUQUA SPRINGS, N. C. New Deal Service Station
GASTONIA, N. C. Jim Wilson's Garage
GENEVA, N. Y. C. E. Cool
GREENWOOD, MISS. Moore & McDavid
GRESHAM, NEBR. Berester Motor & Imp. Co.
HACKENSACK, N. J. Hercher Oldsmobile, Inc.
HAMILTON, N. Y. Trask Motor Sales
HANOVER, PA. H. M. Sterner
HENDERSON, N. C. Legg-Parham Co.
HINCKLEY, MINN. Dempsey Chevrolet Co.
HURON, S. D. Standard Garage
HUTCHINSON, KANSAS Sanders Buick Co.
INDEPENDENCE, OREGON Hart Motor Co.
INGLEWOOD, CALIF. George M. Sutton
INDIANAPOLIS, IND. Monarch Motor Co.
JOHNSTOWN, PA. Cambria Motors, Inc.
JOPLIN, MO. A. Barnes
KANSAS CITY, MO. H. C. Weisenberg
KELLOGG, IDAHO White Motor Co.
KNOXVILLE, TENN. Morton-McCrary Motors, Inc.
LADYSMITH, WIS. Ladysmith Auto Supply Co.
LEBANON, PA. Lebanon Garage
LEXINGTON, KY. Fred Bryant Motor Co.
LINCOLN, NEBR. Martin's Tire & Battery
LITCHFIELD, MINN. Carpenter Chevrolet Co.
LOS ANGELES, CALIF. Ralph Hamlin Motors, Inc.
LUBBOCK, TEXAS Seogkin-Dickey Motor Co.
LYNCHBURG, VA. Wellford-Gerhart Co., Inc.
MECHANICVILLE, N. Y. A. E. S. Garage
MILWAUKEE, WIS. South Side Buick Co.
MINDEN, NEBR. Bauer Motor Co.
MINNEAPOLIS, MINN. Nine Minute Auto Wash
MODESTO, CALIF. Wm. J. Silva
OKLAHOMA CITY, OKLA. J. H. Baxter
OLDTOWN, MAINE Snow & Merrill
NASHVILLE, TENN. George Cole Motor Co., Inc.
NEWARK, DEL. Fader Motor Co., Inc.
NEW ROCHELLE, N. Y. Scharrer's Auto Repairs
NEW YORK, N. Y. Botanical Auto Service (Bronx)
NEW YORK, N. Y. Garrett's Service Station (Bronx)
NORTH PLATTE, NEBR. Hahler Buick Auto Co.
PASADENA, CALIF. Ahren's
PEORIA, ILL. Hamilton Motor Inn
PHILADELPHIA, PA. Clifford's Auto Repairs
PHOENIX, ARIZ. Consolidated Motors, Inc.
PORTLAND, OREGON Speedway Lubricators
POUGHKEEPSIE, N. Y. S. J. Reynolds
PUEBLO, COLO. Colorado Motor Car Co.
RALEIGH, N. C. Rogers Bros. Service Corp.
RED CLOUD, NEBR. H. B. Kaley
REDWOOD FALLS, MINN. Redwood Falls Motor Co., Inc.
ROCHESTER, N. Y. Siebert Motors, Inc.
ROCKWOOD, TENN. Molyneux's, Inc.
SAGINAW, MICH. Bolton Auto Co.
SALT LAKE CITY, UTAH Baker Motor Co.
ST. PAUL, MINN. A. W. Peterson
SAN ANGELO, TEXAS Bailey Auto Co.
SAN DIEGO, CALIF. Harvey's Super Service
SAN FRANCISCO, CALIF. Remensperger Bros.
SARATOGA SPRINGS, N. Y. Craig Oldsmobile Co.
SAVANNAH, GA. Savannah Automobile Co.
SEATTLE, WASH. Central Pontiac Sales Corp.
SIOUX CITY, IOWA Ryal Miller Chevrolet Co.
SYRACUSE, N. Y. W. J. Foote
TROY, N. Y. Troy Motor Sales Co., Inc.
TWIN FALLS, IDAHO Earl Johnson Auto Service
TWIN VALLEY, MINN. Durling Service Station
WACO, TEXAS Huaco Motor Co.
WARREN, PA. B. & E. Chevrolet Co.
WEISER, IDAHO Clyde Wilson Garage
WEST HARTFORD, CONN. Charles C. Lanerie, Inc.
WHITE PLAINS, N. Y. Brown Buick Co.
WICHITA FALLS, TEXAS Fritz Motor Co.
WILMINGTON, DEL. Charles F. Burris
WINCHESTER, MASS. Luckenbach Motors, Inc.

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SPAIN'S PICASSO PAINTS BOMBING OF GUERNICA FOR PARIS EXPOSITION

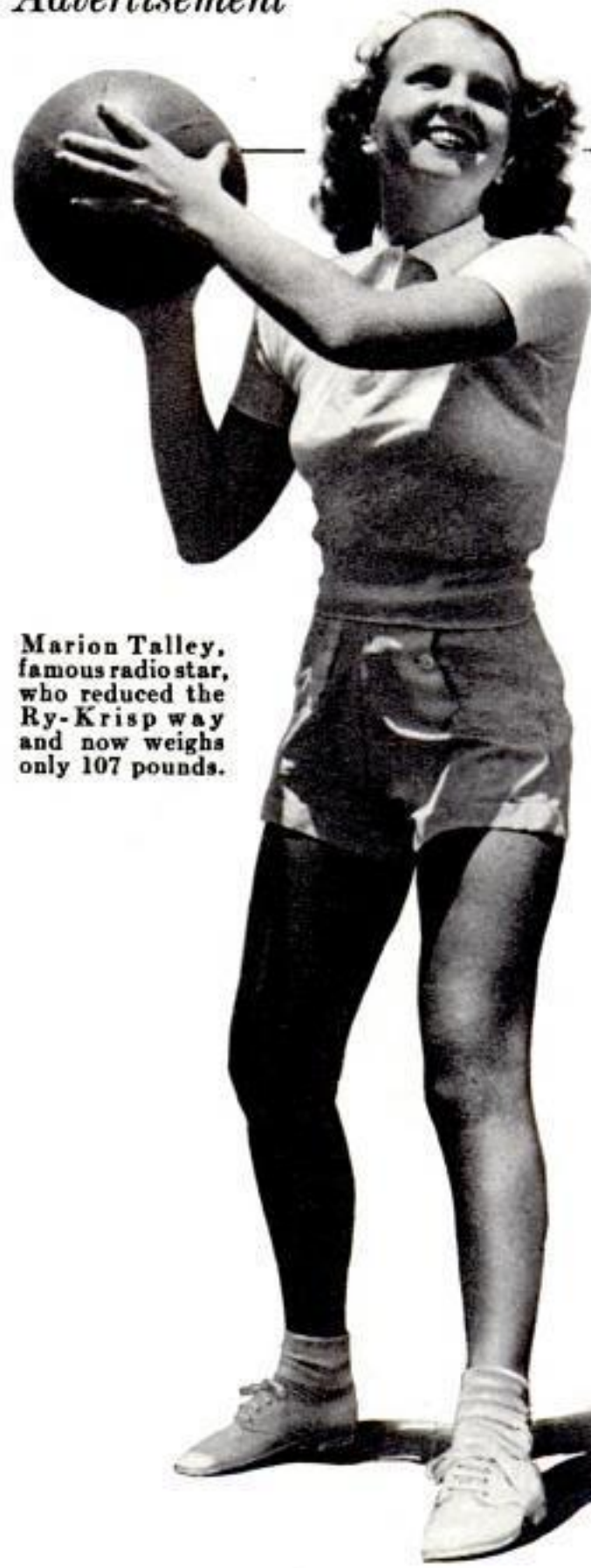


The Basque Town of Guernica, seat of the oldest parliament on the Continent, was bombed by Spanish Rebels April 27. The fresco above, called *Guernica*, portrays that event. It was painted by Pablo Picasso, Spain's greatest living artist whom the Loyalists have

named Director of Madrid's Prado Museum. Picasso has refused to leave Paris to fill the job but he did contribute the painting above to the Spanish Pavilion of the Paris Exposition, opening July 12. The dislocated bull at left, possibly symbolizing the Rebels, really means that

Picasso has lately specialized in bullfights. The head coming down the stairs is adding a kerosene lamp to the electric lighting. The broken sword of Guernica is obvious symbolism. The creature running at lower right suggests the work of James Thurber of the *New Yorker*.

Advertisement



Marion Talley, famous radio star, who reduced the Ry-Krisp way and now weighs only 107 pounds.

EAT AND GROW SLIM...advises lovely Marion Talley

Too fat? Want to look as youthfully slender and lovely as Marion Talley? "You can!" says Miss Talley, "and you needn't starve yourself either. Just follow the Hollywood Habit—eat sensibly, exercise moderately and eat Ry-Krisp at every meal—and in no time at all, the bothersome bulges will be gone. And remember, when you are slim, you'll look and feel younger—have more confidence in yourself."

Ry-Krisp, Scandinavian style bread, is simply whole rye, salt and water baked into crispy thin wafers. "And believe me," says Miss Talley, "these toasted wafers are the most important part of the Hollywood reducing recipe. Imagine—each delicious piece of this Scandinavian style bread contains only 20 calories. It satisfies the appetite— isn't fattening—and its teasing flavor of rye makes any food or beverage taste better. Try it—you'll say I'm right!"

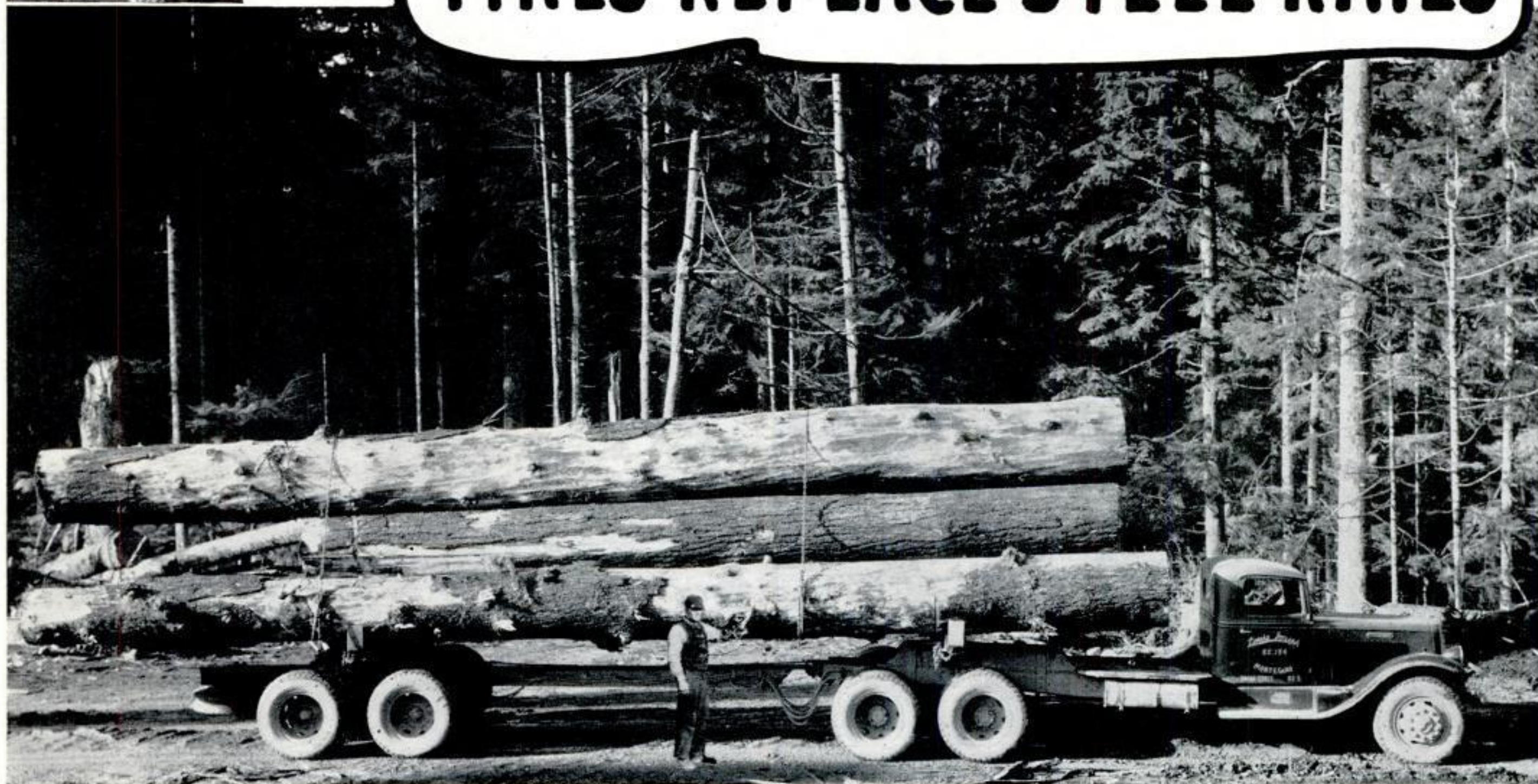


Scandinavian style bread is an all-purpose bread which goes just as well with a he-man steak as it does with a lady-like salad. Serve it with light luncheons—with full-course dinners. Give it to Junior for after-school munching... to Dad with his favorite beverage. You'll find there's a hearty flavor and a crunchy goodness about Ry-Krisp that hit the spot with everyone.



Lowell Thomas

TRUCKS DO LOCOMOTIVES' WORK TIRES REPLACE STEEL RAILS



Read this True Tale of Tall Timbers

BY **LOWELL THOMAS**
NEWS COMMENTATOR

"Hauling out the logs in the north-west timberlands has always been a job for locomotives. Special track had to be built through the mountains. Logs came out on rails.

"They tried trucking. Tires broke down under the terrific loads. Others

were cut and slashed to pieces by debris and undergrowth. Trucks mired in soft soil.

"Then Goodrich announced the Triple Protected Silvertown Tire. And truck logging, they tell me, became profitable. Now trucks haul tremendous log loads right out of the forest to the mill.

"Here's what Louis Joseph of Montesano, Washington, said in a recent interview: 'We have to take the roads as they come and frequently they are none too good. The loads are heavy and unbalanced. Yet with Goodrich Silvertowns I have never experienced a delay due to tire failure. Mileage is more than satisfactory.'

"There's a statement from a man who knows logging—and trucking—a hauling combination that means tire-killing service from the word 'go'."

Lowell Thomas has traveled all through the logging country. He could talk to you for hours about the makeshift roads, the steep climbs,

the seemingly impossible tire jobs.

Do you know that you can get for your trucks the same tire that is making good on hundreds of logging operations? And you don't have to pay a premium price for it, either!

Here is why this tire, the Goodrich Silvertown, stands up where others fail. A new invention, Triple Protection, is built into the sidewall. This 3-way development actually checks

80% of premature failures! It makes the sidewall as strong as the tread. It protects against blowouts. It makes the tires run cooler.

Now you can get extra mileage, extra service at no extra cost. These tires cost more to build—but Goodrich adds no premium on the selling price.

See a Goodrich dealer for prices on your sizes—or write The B. F. Goodrich Company, Akron, Ohio.



HOW TRIPLE PROTECTION WORKS

- 1 PLYFLEX**—distributes stresses throughout the tire—prevents ply separation—checks local weakness.
- 2 PLY-LOCK**—protects the tire from breaks caused by short plies tearing loose above the bead.
- 3 100% FULL-FLOATING CORD**—eliminates cross cords from all plies—reduces heat in the tire 12%.

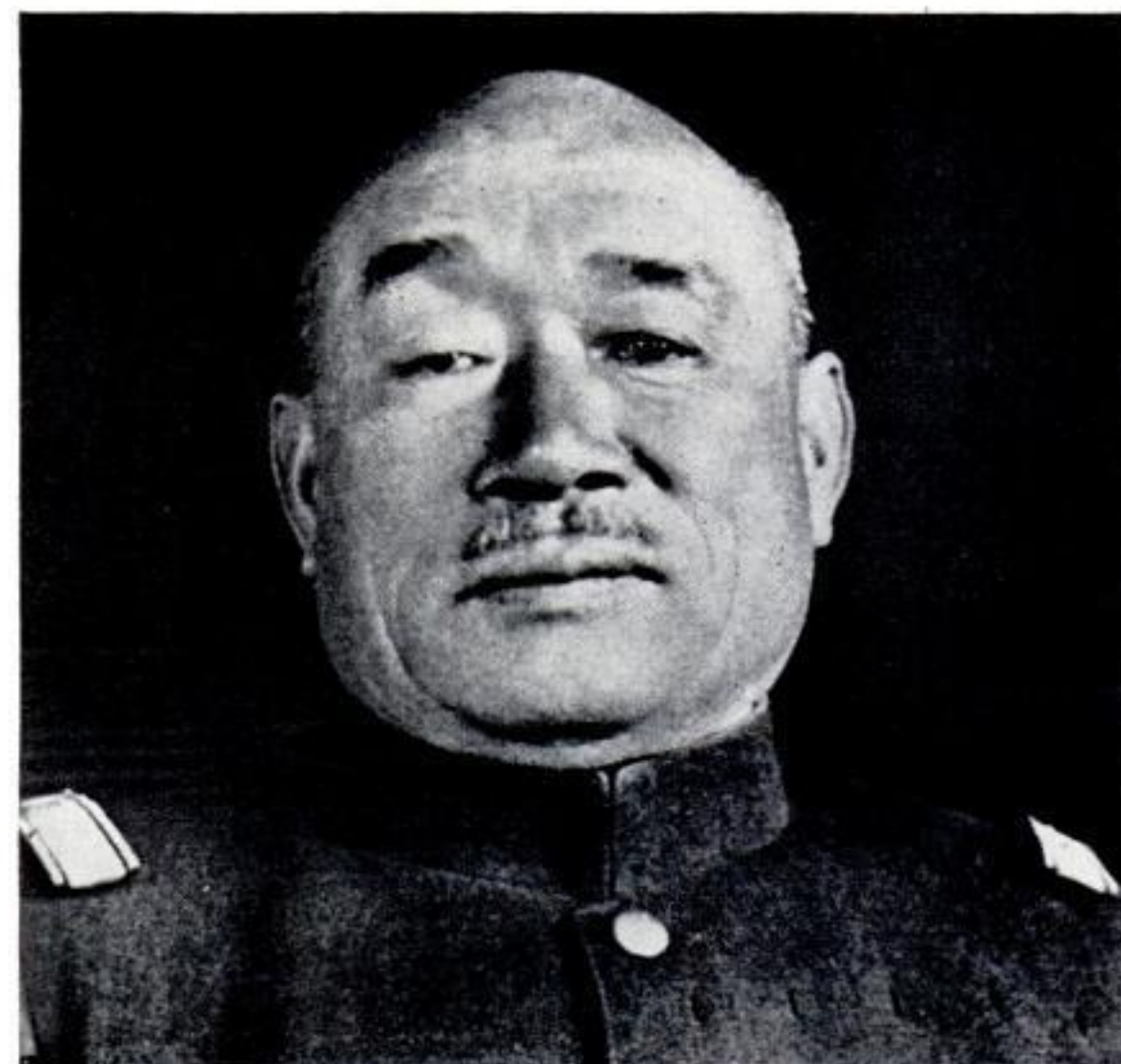
Goodrich *Triple Protected* Silvertowns

SPECIFY THESE NEW SILVERTOWN TIRES FOR TRUCKS AND BUSES

THE CAMERA OVERSEAS: THE CHINESE SHOOT BACK AT THE JAPANESE AROUND PEIPING

Chinese in North China astonished the world on July 7 by shooting several Japanese soldiers engaged in routine maneuvers west of Peiping. When the Japanese replied by killing several soldiers of the irregular North China army of Sung Cheh-yuan, Chinese further astonished the world by demanding "apologies" and "indemnities." This was in line with a newly aggressive Chinese campaign during the past six months to hinder and block Japanese expansion and prestige in the two North China prov-

inces of Hopei and Chahar which Japan severed from China in 1935 but has not yet openly appropriated. In the days following, shooting broke out all across North China. Japan took over the Peiping-Shankaiwan railroad (*see below*) and moved 10,000 crack troops into North China. Against them were about 30,000 Chinese irregulars, while waiting on the Hopei border for the result of stalling negotiations were about 80,000 crack Chinese troops of the Nationalist Government Army of 1,700,000.



Japanese War Minister General Gen Sugiyama, able and implacable, is permitted by the odd Japanese Constitution to start a war practically without consent of the Premier. But this time the Cabinet backed him up.



No. 1 Japanese on the Asiatic mainland is General Kenkichi Ueda, commander of the Kwantung Army. He told his underlings to demand Chinese military withdrawal, apologies, pro-Japanism and anti-Communism.

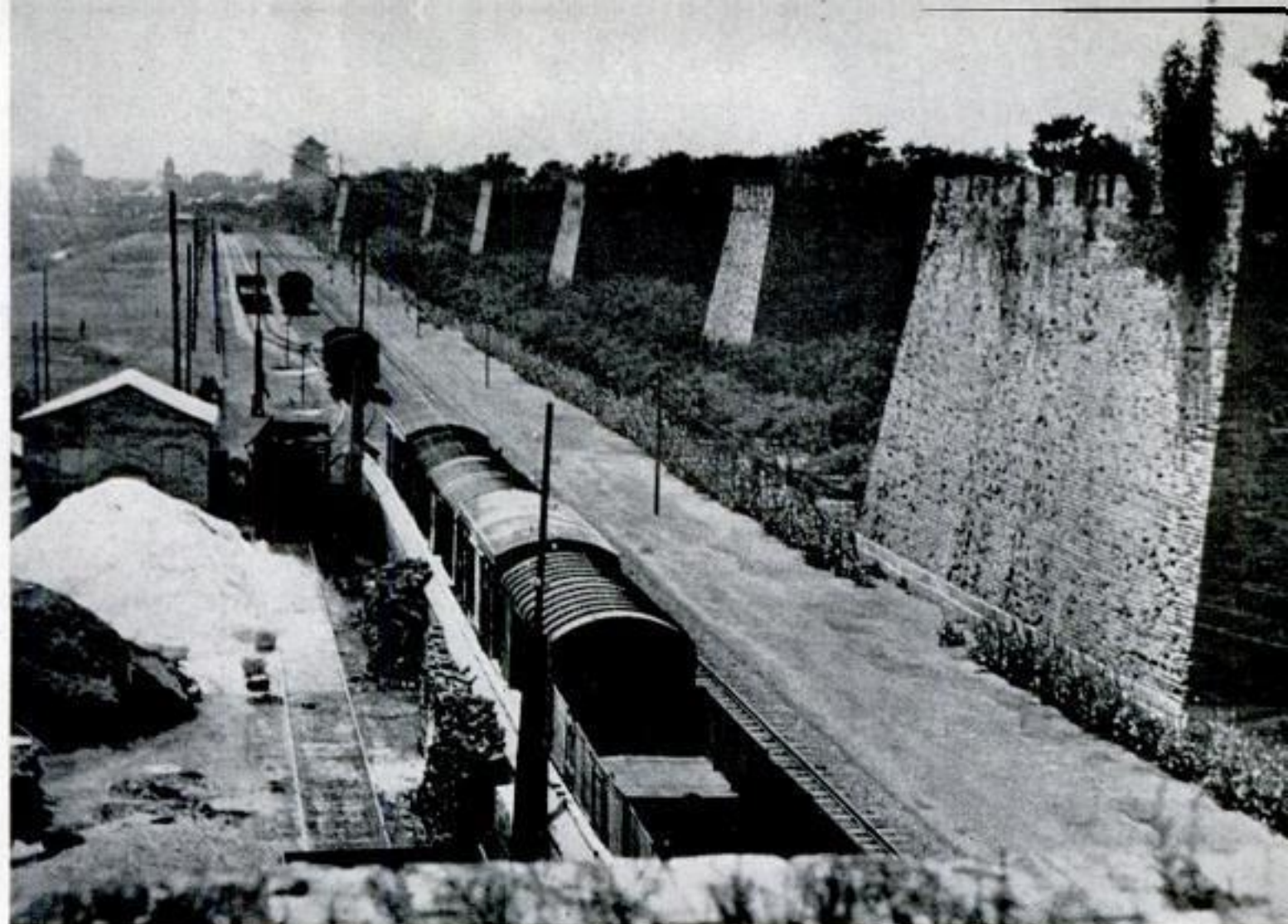


Major General Gun Hashimoto is Chief of Staff of Japanese troops in North China. He echoed Ueda's demands (*above*) and fixed his base at Fengtai near Peiping, already provided with huge barracks and an air base.





Opposite numbers to the three Japanese (*opposite*) are these three North Chinese. In centre is Sung Cheh-yuan, commander of the 29th Army (*see below*) and head of the North China autonomous regime. Left is Sung's chief aide, Hsiao Cheng-ying, onetime mayor of Tientsin (pop.: 1,400,000). Right is Chin Teh-chun, mayor of Peiping (pop.: 1,500,000), a pro-Japanese who has drifted pro-Chinese.



South wall of Peiping toward the southeastern corner. Japanese troops marching along here July 13 were mowed down by Chinese. Japanese made light of this, rushed up more troops. Chinese began tearing up these railroad tracks to stop Japanese armored trains. Left background, Peiping railway station.



A rabid anti-Japanese is Col. Chen Luk-teh of the 29th Army of North China. Notice 29th Army number on chest, old-style uniform.



A chance for immortality is the 29th Army's view of the North China crisis. They are well-trained irregulars. Notice broadswords in knapsacks. Totalling 100,000, they have only 30,000 men at present around Peiping, have done all the Chinese shooting so far.



A private of the 29th Army, hopeful of emulating famed 19th Route Army's defense of Shanghai in 1932. Notice his four hand grenades.



The real might of a rearmed and more or less united China are these steel-helmeted soldiers of Nationalist Government's First Army, called "Chiang's Own" for Generalissimo Chiang Kai-shek. He has 1,700,000 crack regulars. Because Japan claims that he is not concerned in the North China crisis, Chiang was keeping them on the Hopei border.



THE CAMERA OVERSEAS: BIG U.S. BUSINESSMAN

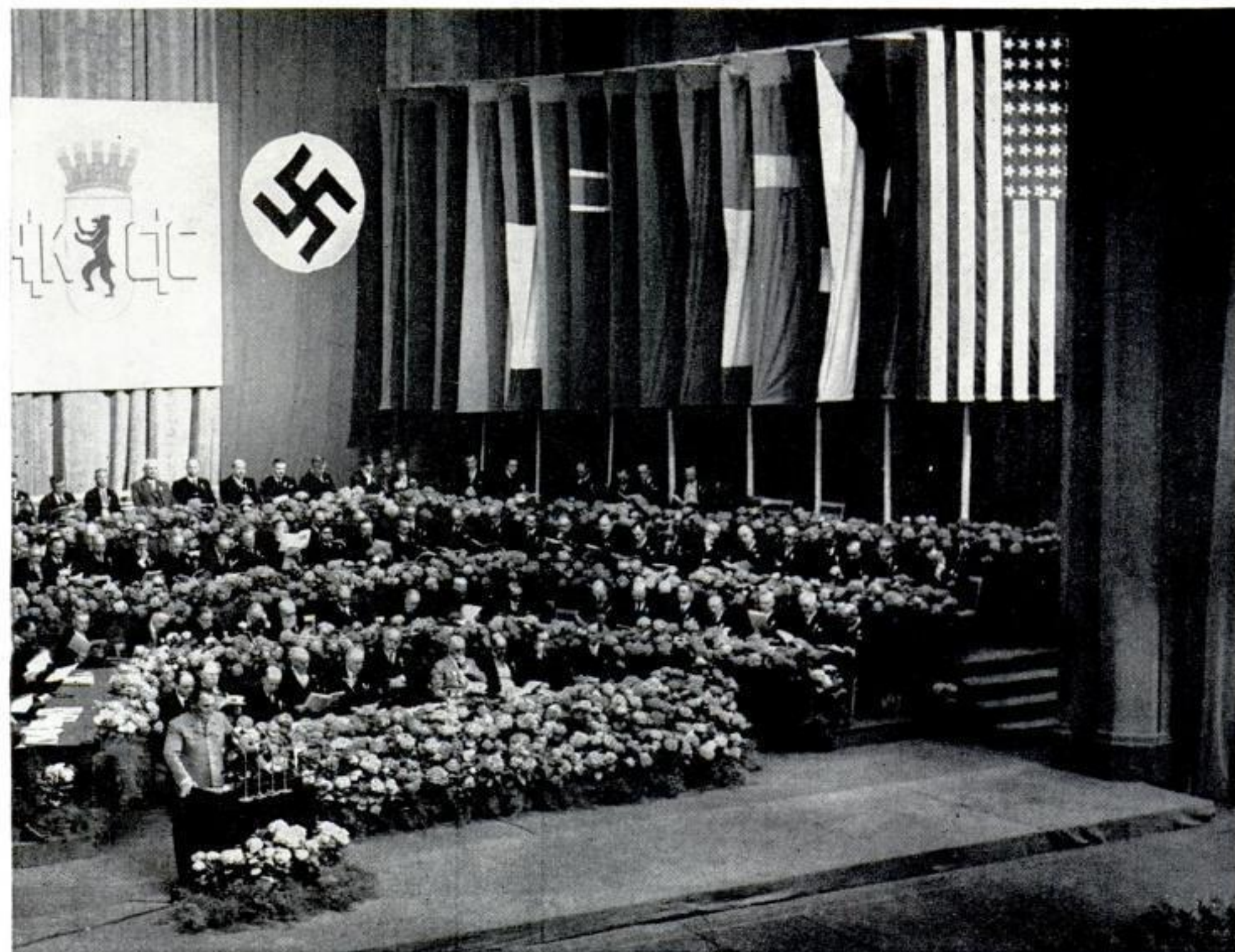
Thomas John Watson (at left), one of the U. S.'s highest-paid executives (\$296,000), is president of International Business Machines and an example of the most responsible, optimistic and practical type of American businessman. The motto of his company is THINK. He is pro-New Deal. As president of the U. S. Chamber of Commerce he arrived in Berlin on June 27 for the Congress of the International Chamber of Commerce. On June 28 he was elected president of the International Chamber of Commerce and on July 1, he was awarded by the Nazi Government the two-month-old decoration of the Merit Cross of the German Eagle with Star. The splendid hospitality of the Germans was repeatedly spoiled by political sour notes. Mr. Watson notably did not join in the political plain speaking of the other 1,500 delegates.



President Watson was expected by the Germans to plump for loosening of U. S. credits to German business. He notably failed to do so. Above he is shown making a grateful but unimportant speech closing the Congress. IHK stands for *Internationale Handelskammer* (trade board).



Nazi bigwigs at the I.C.C. opening included (left to right in the front row), Rosenberg, Neurath, Goebbels, retiring Dutch I.C.C. President van Vlissingen, Hitler, Göring, Schacht, Ley and Count von Krosigk. U. S. Ambassador Dodd may be seen in the extreme upper left corner.



The U. S. flag got first place as General Göring (above, left) made the Congress' opening speech, blurring, "Germany will continue to bring up the colonial problem until her ur-

gent and legitimate desires as regards colonies are fulfilled." Economic Minister Hjalmar Schacht then threatened the producing nations with an industrial war with synthetics.



Propaganda Minister Goebbels (centre, smiling) with his lovely wife gave a garden party for the businessmen. Schacht gave a reception at the Reichsbank. German hospitality broke all records.

DOES HIS DUTY IN BERLIN AND PARIS

On July 3, Mr. Watson left Berlin for Paris where he had a duty as U. S. Commissioner General to the Paris Exposition, to open the U. S. Pavilion (shown at bottom of page). This had cost more than \$200,000. Construction had been delayed by a strike, a lockout and three acts of sabotage. Under police protection the Pavilion had been readied for the opening by 25 Sorbonne University students because union-proud workers refused to work overtime. For the July 4 opening, only the ground floor was ready. The reason for Mr. Watson's activities in Berlin and Paris is that his company sells U. S. business machines in 78 countries; manufactures in Germany, France and England. And he feels, as do most Americans abroad, that backward, politically tortured Europe sadly needs American business machines and methods.



The U. S. Pavilion of the Paris Exposition was opened July 4 with Republican Guards replacing the police whose job it had been to prevent Paris workmen from wrecking the building. This kind of thing was most distressing to Mr. Watson who believes in good relations with everybody.



Distinguished trio in the front row at the opening of the U. S. Pavilion of the Paris Exposition included Mr. Watson between General Pershing and U. S. Ambassador to France William Bullitt. General Pershing got a big French ovation when he left the Pavilion.



Americans who prefer France came to hear Mr. Watson declaim such sound Americanisms as "The spirit of pioneering has brought the world to its present state of civilization." Below is the U. S. Pavilion, the Turkish minaret (left), the Normandie building (right), the U. S. flag (top).



THE CAMERA OVERSEAS: CYCLISTS SET OUT ON "THE WORLD'S HARDEST RACE" AROUND FRANCE



Eighty cyclists representing eight nations set out July 1 from Paris on the *Tour de France*, a thoroughly commercial race beloved by the French. Total distance: 3,500 miles. Sponsor: *L'Auto*, Paris sports paper which provides free bicycles, rooms, meals, masseurs, repairs. Total prizes: \$40,000. Left is Negro Actress Josephine Baker kissing Cyclist Georges Speicher good-by.



Across northern France toward Lille pedal the eighty *Tour de France* cyclists (left and above). Turn the picture at left sideways to get peculiar perspective on the shadows.



German Cyclist Bautz stops for drastic repairs among the French Alps near Grenoble just after the *Tour de France* for the first time in 31 years made a detour into Switzerland.

In Switzerland, the *Tour de France* took its only day off, a Sunday, and the tired cyclists went to feed the famed swans in the Lake of Geneva. Other Sundays they pedaled.





BEST U. S. SCHOOLBOY CREW WINS AT HENLEY, ENGLAND

The boys shown above, none over 18 years old, are seven of the nine members of the Tabor Academy crew from Marion, Mass. On May 29 they outrowed the Kent School crew of Kent, Conn. and on July 3, at the famed Henley Regatta on England's River Thames, they won the Thames Challenge Cup for the second year in succession. A German crew won the Grand Challenge Cup. From foreground the boys

above are Cornwall, 7; Billings, 6; Hill, 5; Clark, 4; Palmer, 3; Sanders, 2; Hart, bow. Not shown are Stroke Ferguson and brilliant Coxswain Butts who barks the stroke with a "Hoink, hoink!" and cries, "Now swing it!" when he wants a 30 "swing-time" stroke. Next year for the first time Henley will permit "manual laborers" to row. Purpose of the ban was to keep the "family party atmosphere" of Henley.

THE CAMERA OVERSEAS: THE WORLD'S OLDEST REPUBLIC TRIES TO KEEP NEUTRAL

The hard, shrewd faces on this page belong to the Government of Switzerland. As members of the Swiss Confederation's Federal Council, they rotate one of their number into the Presidency each year. Currently the President is Giuseppe Motta (*upper left*). They are a mountain race of mixed German, Italian and French blood plus pure Romansh stock. Hard, suspicious, stingy and independent, they represent the oldest republic in the world. Today they are flanked by two Fascist dictatorships, Italy and Germany, and by France, until last month ruled by Socialists. These Swiss republicans have been obliged to do something about the new political creeds swirling around them.

On Dec. 8, 1936, they flatly banned "all Communist organizations" as well as "other associations affiliated to a foreign or international organization whose

activities would be considered dangerous to the State and public order." By the Swiss Constitution, this law must be submitted to a referendum of the people. The 22 Swiss cantons are now voting on it one by one, favorably. A petition of only 30,000 names can force any law whatsoever to be put to a referendum. Dictatorship is practically impossible in such a country.

The Swiss are firmly set against Communism. They take no nonsense from Nazi Germany, forced that power to surrender a Jew seized on Swiss soil by Nazi agents. But toward Fascist Italy the Swiss tend to be placatory. Reason is President Motta, leader of the minority Catholic Party which favors a "Corporative State." Reason for its present popularity is that the Socialist regimes in Switzerland spent Switzerland into debt, a nightmare to all good Swiss.



Current President is Giuseppe Motta, 65, of Italian descent, five times President, father of ten. As President he gets \$7,000 a year, cannot succeed himself.



Minister of War Rudolf Minger, 55, farmer, can mobilize overnight 260,000 trained men, ten squadrons of planes totaling 160. The population of Switzerland is 4,000,000. Minger was President in 1935.



Economics Minister Hermann Obrecht, 55, shares with three other members of the Federal Council the favorite Swiss moustache that has lately become known as the Hitler moustache.



Federal Railways Minister Dr. Marcel Pilet-Golaz, 47, was President in 1933. He is of French blood, an able lawyer, studied at Paris, Lausanne and Leipzig.



Minister of the Interior Philipp Etter, 45, is of German descent. Most Federal Councilors are elected for conspicuous ability, re-elected term after term until death, retirement or, very rarely, senility.



Minister of Finance Dr. Albert Meyer, 67, was President in 1936. A self-made newspaper editor and economist, he was born a peasant, and is a lieutenant colonel in the Army.

For safety's sake, remember:
THERE IS NO SUCH THING AS A
BLOWOUT PROOF TIRE!

"MAN, YOU'RE LUCKY YOU ONLY BROKE AN ARM!"

YOU may not be so "lucky" if one of your tires blows out—as it may any time, for there is no such thing as a blowout-proof tire. Your only sure protection against this ever-present danger, against its peril to life and limb, is Goodyear's revolutionary LifeGuard* Tube.

This miracle tube makes the worst blowout as harmless as a slow leak! You may blow a foot-long hole in your tire, yet the air will not escape instantly from a LifeGuard Tube. It keeps the tire inflated—holds the

car on the road without weaving or lurching—until you can slow down to a safe, arrow-straight stop under perfect control.

With LifeGuard Tubes even the frailest woman has no difficulty in holding a heavy car on the road when a tire blows out—for there is no terrifying twist of the wheels, not even the slightest swerve! Don't deny your family this sure safeguard another day. LifeGuards cost somewhat more than ordinary tubes, but you can't buy better protection to save your life!

GOODYEAR
LifeGuard Tubes
TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

**FOR PASSENGER CARS
TRUCKS • BUSES**

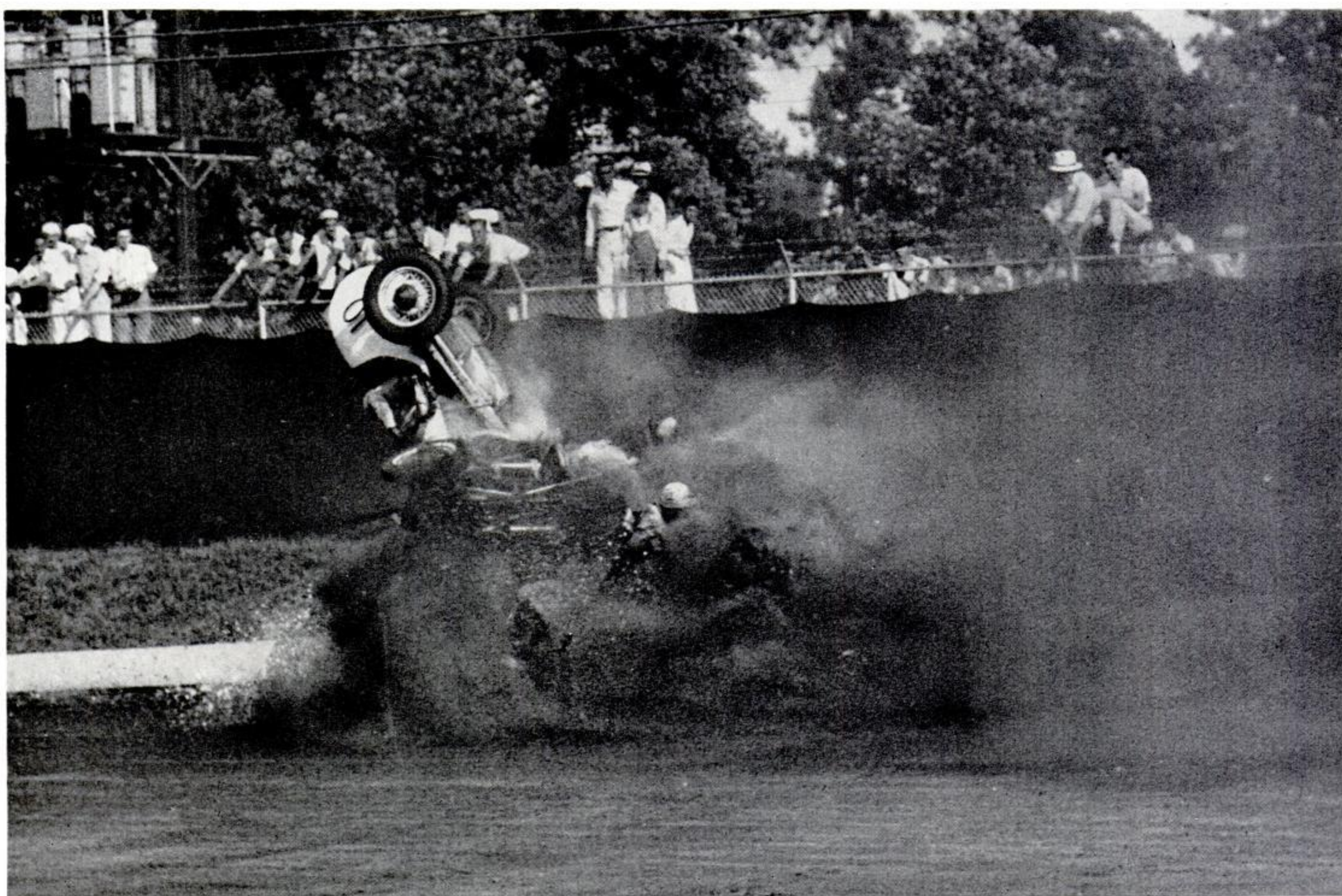
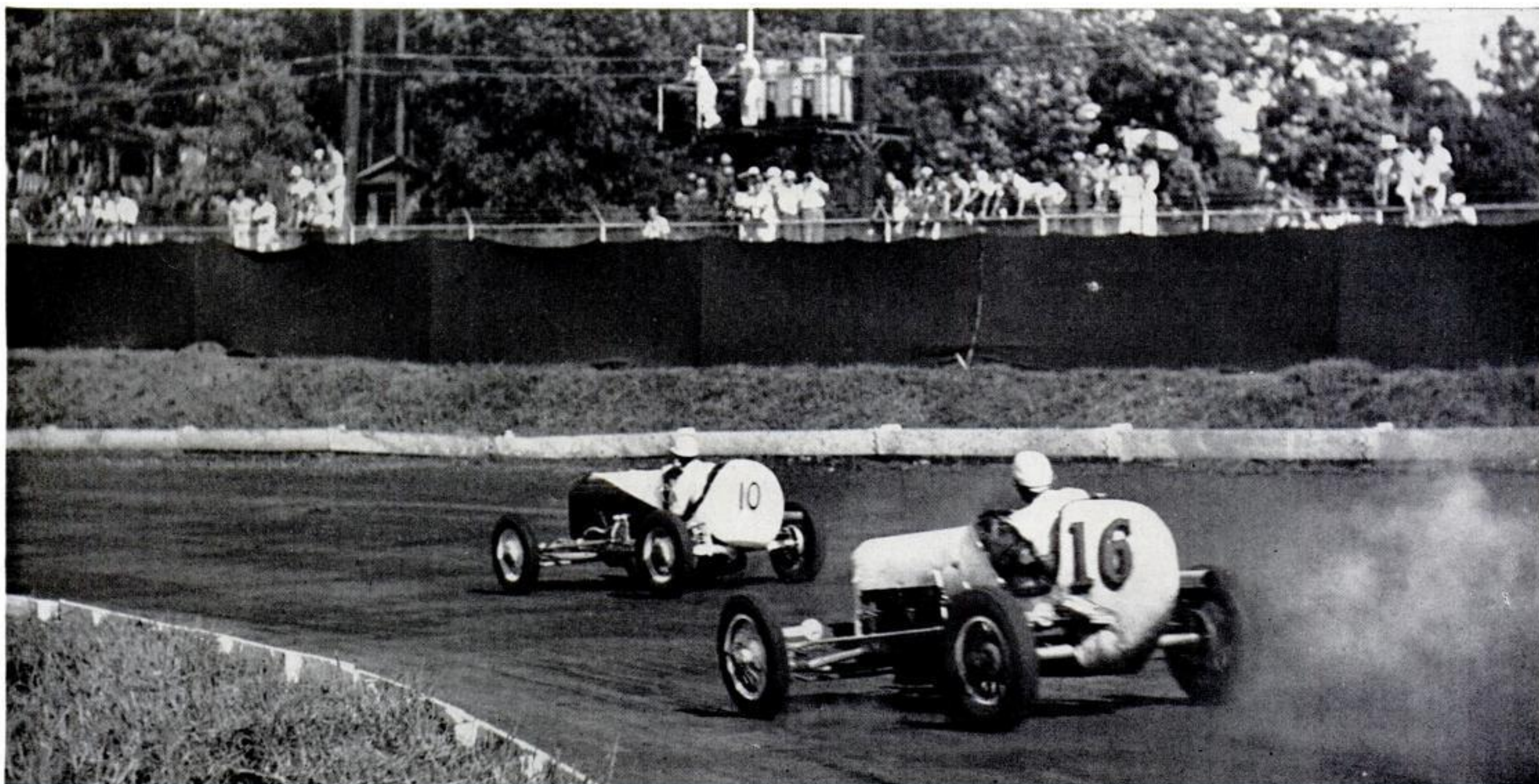


"Recently while driving at better than 70 miles per hour, one of my tires blew out from bead to bead," reports Mr. George Carns of Amarillo, Texas. "I am sure that the LifeGuard Tube I had in this tire is all that prevented a very serious accident"

**"I WOULDN'T DRIVE ANOTHER
MILE WITHOUT LIFE GUARDS"**

*LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

A FAST CAMERA CATCHES A BAD AUTO-RACE COLLISION IN ATLANTA



One of the meanest dirt race tracks in the world is Atlanta's Lakewood Park speedway. In two days of auto racing on it (July 4 and 11) six men were hurt. Its one-mile oval circles a lake with little pitch to its banks, and a driver who goes haywire on one of the sharp curves is almost certain to crack up. This is precisely what the crowd is waiting for. In the last race on the last day their fever was appeased. The checkered flag had dropped

to mark the winner and all cars but Nos. 10 and 16 were headed for the pits. Going around the south curve at 75 miles an hour (*above*), No. 16 started to pass No. 10. Out of control, it skidded in a cloud of dust, crashed into No. 10, hurled it and its driver high up into the air (*below*). Both cars were smashed almost to bits. Both drivers, "Wild Bill" Moore of Gainesville, Ga. and Gordon Chard of Chicago, were seriously battered.

The Radio of Today!

**Puts the World "AT YOUR ELBOW"
instead of on the table
or against the wall**

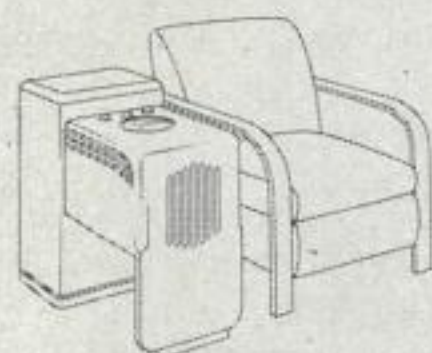


26

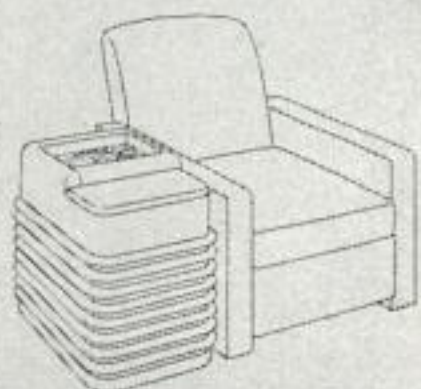
New 1938 Zenith Arm Chair Models, \$29.95 to \$185.00.

Prices slightly higher in West and South

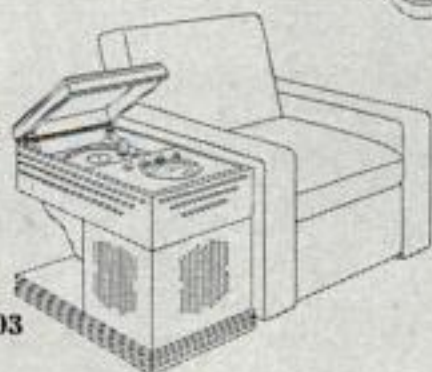
All Zenith Arm Chair Models offer the same Zenith quality of chassis, performance and cabinet as is found in conventional Console and Table Models from \$19.95 to \$750.00.



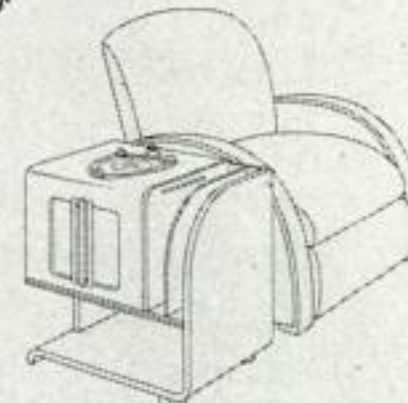
Model 5-S-237
\$39.95



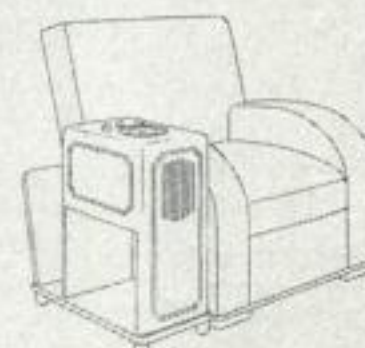
Model 9-S-242
\$109.95



Model 6-S-203
\$99.95



Model 7-S-240
\$89.95



Model 5-R-236
\$29.95



Model 6-S-239
\$49.95

ARM CHAIR **ZENITH** RADIOS

\$29.95 TO \$185.00

Model Shown is 15-U-246.....\$185.00

THERE are always a certain number of people who sense trends and have the really new things in their homes before they come into general use. • Last year, Zenith offered to these people a new type of radio—one that stood by the chair or day-enport—put the world at your elbow—instead of placing the radio on a table or against the

wall. • We were never able to fill the orders received for this particular model. • So—this year—in addition to the 59 Console and Table Zeniths, we offer 26 "Arm Chair Models" priced from \$29.95 to \$185.00. • Old or new—it's up to you—but you'll find what you want in Zenith
ZENITH RADIO CORPORATION, CHICAGO

Europe, South America or the Orient guaranteed every day or your money back on all short wave Zeniths.

To insure perfect reception Zenith short wave receivers with 3 bands and over are sold with Zenith Antenna . . . \$5 extra.

1938 Zeniths include 85 different models in four modern cabinet finishes for homes; also many farm, automobile, trailer, boat and camp models.

USE GENUINE ZENITH TUBES

Again **A YEAR AHEAD**



America's Most Copied Radio

ARM CHAIR RADIO

FOR 22 YEARS THE FINEST HOMES IN AMERICA HAVE BEEN PROUD OF THEIR ZENITH



SHE PLANNED ALL THIS HAPPINESS YEARS AGO

She knows her Fidelity Income Plan will support her, happen what may

SO many people live their whole lives through without ever acquiring an extra dollar . . . dependent and fearful when their earning years are gone.

And yet today, there is a plan that makes it easy for nearly everyone to have money in reserve for the uncertainties of the future . . . money that will provide for comfortable income at retirement, or for travel and recreation or unexpected emergencies and opportunities.

This plan is the Fidelity Income Plan, backed by the experience and integrity of an organization more than a quarter of a century old, with assets in excess of \$33,000,000.00—an organiza-

tion which has met every obligation at maturity without exception—and operates under the exacting West Virginia law that requires the deposit of approved securities, with the state treasurer, equal to the total cash liability to contract-holders wherever they may live.

You buy nothing, you spend nothing, to participate in the benefits of the Fidelity Income Plan. It is the backbone of the contentment and security thousands of Americans enjoy. If you can set aside a little odd change each day, you are eligible. A Fidelity representative will gladly help you work out a solid, sound, satisfactory program now.

Established over 26 years . . . Assets over \$33,000,000.00

FIDELITY INVESTMENT ASSOCIATION, WHEELING, W. VA.
Offices in Principal Cities. Affiliate: Fidel Association of New York, Inc.

Make your future secure through
FIDELITY INCOME PLAN

Private Lives



Helen Wills Moody, moving into a cottage outside Reno, refused to talk to U.S. reporters but got quite chatty with the London *Daily Mail* by telephone. Said she: "Yes, it's a divorce. Fred and I haven't got on well for some time. He resented my playing tennis abroad." After dropping her broker-husband she plans to play again at Wimbledon.



Margaret Rawlings, British actress, caused a furore recently at an Oxford Group (Buchmanite) luncheon in London. She lit into the Buchmanite custom of confessing sins at "house parties": "To me it is as shocking—shocking in the Victorian sense—as indecent and indelicate as if someone were to take off all his clothes in Piccadilly Circus."



Jack Benny, radio entertainer, sailed for Europe on the *Normandie* but just before he sailed a photographer caught him greeting someone thus. The photographer didn't notice who it was. It might have been Marlene Dietrich, Peggy Hopkins Joyce, Dr. Morris Fishbein or H. H. Kung, Vice Premier of China, all of whom were Benny's fellow passengers.



"Father Leopold," a Roman Catholic priest who in lay life is Count Barry Shaf-to Leopold de la Feld, son of the late Austrian Duke of Grundenbergh, outraged his Church by marrying. The Church was doubly outraged because his bride was a former nun, Miss Doreen Lucy-Smith of Bristol, England. A Papal bull was issued, excommunicating both.



Mrs. Marie Porter of St. Louis knew that as soon as her brother, William Kappen, married she would cease to be the beneficiary of his \$3,000 life-insurance policy. On the morning of his wedding day the brother was found shot to death in a ditch. Greedy Mrs. Porter presently confessed to police that she had paid a pair of gunmen \$800 to do the job.



Hella Wuolijoki is "Finland's Biggest Woman," not because of her heft, which is indeed great, but because of her accomplishments: playwright, poet, politician and builder of a thriving lumber business. Seeking foreign fields to conquer, Mme Wuolijoki arrived in London to produce her latest play, *Woman of Property*, at the Queen's Theatre.

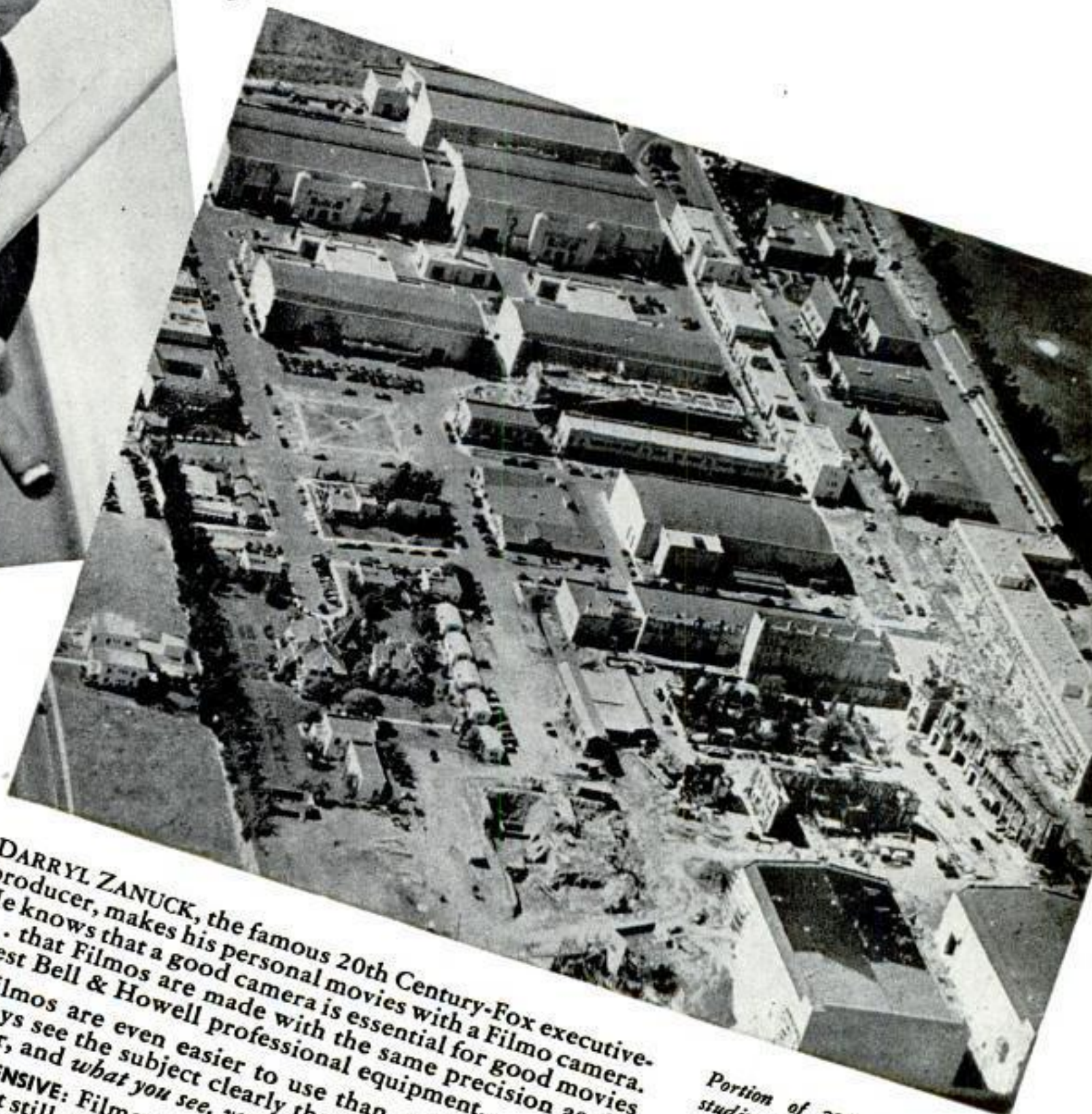
(continued on p. 78)



DARRYL F. ZANUCK, Vice-President in Charge of Production, 20th Century-Fox

Darryl F. Zanuck,
FAMOUS MOVIE EXECUTIVE-PRODUCER,

Says: "Even amateurs are making wonderful color movies with the Filmo. It offers professional precision in a palm-size camera"



Portion of 20th Century-Fox studios, where Shirley Temple's latest picture, "Wee Willie Winkie," was produced



DARRYL ZANUCK, the famous 20th Century-Fox executive-producer, makes his personal movies with a Filmo camera. He knows that a good camera is essential for good movies... that Filmos are made with the same precision as the finest Bell & Howell professional equipment. Filmos are even easier to use than still cameras. You always see the subject clearly through the spyglass viewfinder, and *what you see, you get.*

INEXPENSIVE: Filmo uses the new, inexpensive 8 millimeter film. At still-picture cost, you get movies in exquisite color or brilliant black-and-white. It is palm-sized, carries easily in pocket or handbag... world's smallest quality movie camera. With F 3.5 lens, good indoors as well as out, only \$49.50 at camera stores everywhere. Other 8 mm. models to \$81. 16 mm. models from \$59.50 to \$1155.

BELL & HOWELL COMPANY
Chicago • New York • Hollywood • London
For thirty years the world's largest manufacturer of precision equipment for motion picture studios of Hollywood and the world

Filmo
\$49.50
AS LITTLE AS \$10 DOWN

Coupon Brings Interesting Booklet

How easily and economically you can have your own movies is told in "How to Make Inexpensive Personal Movies." Mail the coupon.

BELL & HOWELL COMPANY
1841 Larchmont Avenue, Chicago, Illinois
Please send me the book.

Name _____
Address _____
City _____ State _____

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BELL & HOWELL COMPANY



Underwood Deviled Ham makes the kind of sandwiches that you can count on to hit the spot. There's an outdoor thrill in the taste of Underwood's . . . in the blending of mild-cured ham with the tangy spices that give this famous spread its inimitable flavor. And remember, Underwood Deviled Ham has all kinds of other delicious uses for canapés, ham-and-egg dishes and Sunday suppers.

Send 12 cents for a medium tin . . . or 25 cents for the handsome red Table Jar.

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-726



Private Lives (continued)



Harry Parker has been janitor of the Ways & Means Committee of the House of Representatives for 63 years. The House voted to hire an "assistant" after Rep. Warren (N.C.) declared: "The old man is 'wore out.' His feet hurt him. You folks from the South know what it means when an old colored man's feet hurt." Parker will "just hang around."



Mrs. Charles Harwood of New York had reason to rejoice that she possesses an airplane and a pilot's license when her husband was appointed U. S. District Judge for the Canal Zone. She says she will fly him to New York once a month to see their three children and three grandchildren. The trip will take two days each way, with a stop at Miami.



Jean is a French bulldog owned by Mrs. Dorothea Robinson, wife of a judge in Queens, N. Y. When the heat wave struck New York, Jean began to mope, excited fears in his mistress' mind that he might die. She rushed him to Manhattan, installed him in an air-cooled room at the swank Hotel St. Regis for \$14 a day. There Jean spent three days.



J. D. Wooster Lambert, St. Louis sportsman, backer of Lindbergh's Paris flight and heir to the Listerine fortune, was nicked for \$1,600,000 alimony by his second wife when she divorced him last year. Undismayed, he has now taken a third wife, a pretty divorcee from Louisville, named Mary Turner. They sailed on the *Normandie* for a honeymoon.



Nancy Hoyt Curtis is the madcap, novel-writing daughter of a respectable, socialite family whose other daughter was the late great Poetess Elinor Wylie. Veteran of many a romantic escapade, Nancy this time startled Bar Harbor (Me.) by running off with a local taxidriver. The elopement ended at the Canadian border where police turned them back.



Daniel Long, 60-year-old resident of the New York Municipal Lodging House, collapsed from the heat. Taken to Bellevue Hospital, he was found to have a temperature of 109.8°, the highest that doctors at the hospital had ever experienced (a temperature of 104° is usually fatal). Packed in ice and given oxygen, torrid Mr. Long gradually cooled off.

LIFE comes to eyes



Man works . . . under constant eye strain—whether his days be spent in factory, shop or office.



From sun to sun . . . he works. Perhaps he drives a car or truck, punishing his eyes in the shimmering heat, dazzling lights and flying dust.



But woman's work . . . is never done. Cooking, dusting, sewing, sweeping, subject eyes to constant strain—making them tired, dull, smarting.

Rely on Murine to soothingly refresh your eyes. When your eyes are weary, reddened, burning, a drop or two of Murine will bring instant relief. Murine has relieved eyes for over 40 years. Help nature protect your eyes by using Murine night and morning. Your druggist has Murine.

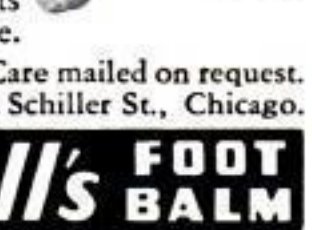
MURINE
FOR YOUR EYES

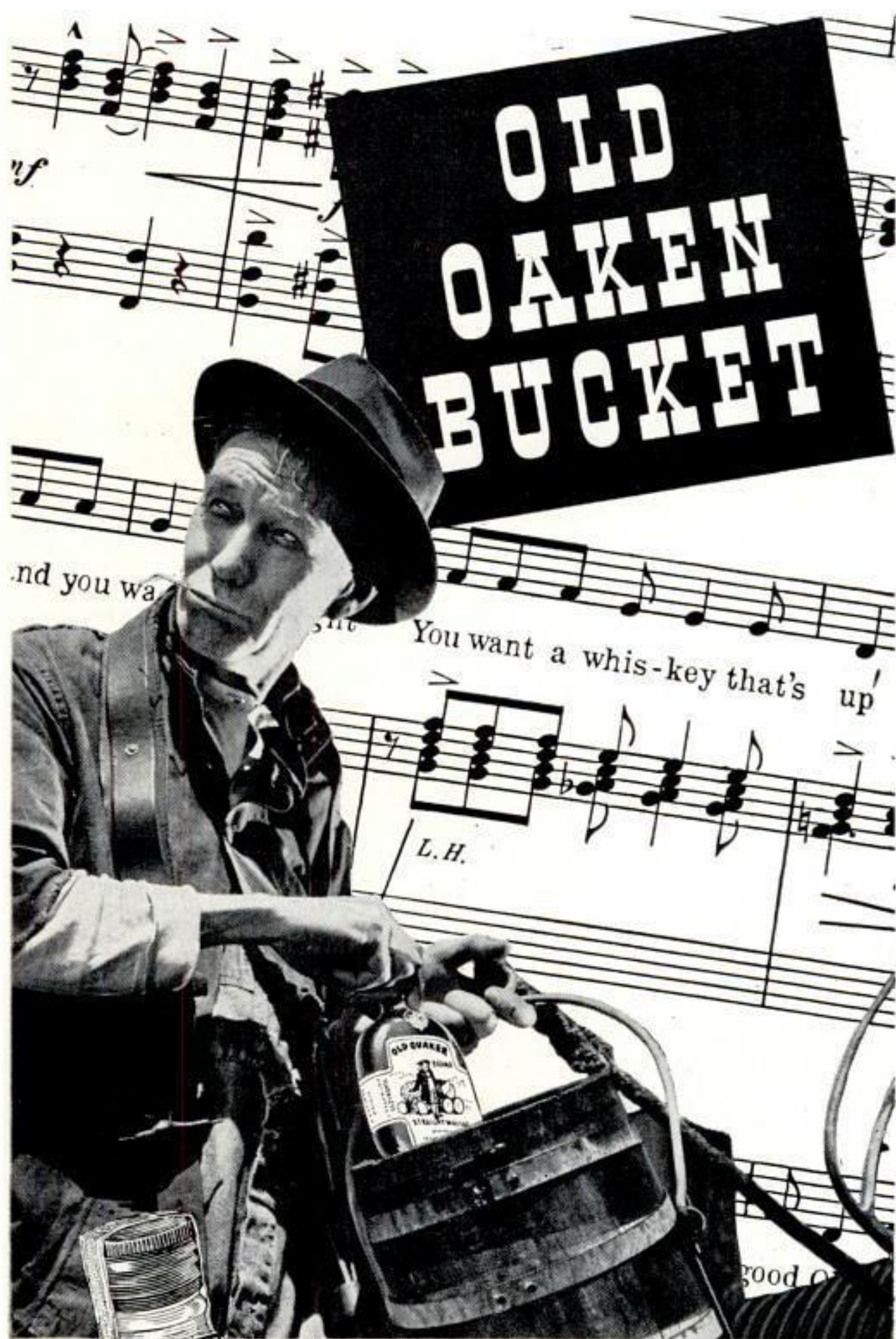
SORE, HOT FEET?

If you suffer from sore, tender, feverish, swollen or aching feet, massage them with Dr. Scholl's Foot Balm. You'll have immediate relief. Its healing medication soothes irritated skin, sore muscles and aching joints; reduces inflammation and swelling; dispels foot odors. Rests and refreshes the feet. Don't accept a substitute. Insist on the genuine Dr. Scholl's Foot Balm. Costs but a trifle. Sold everywhere.

FREE BOOKLET on Foot Care mailed on request. Dr. Scholl's, Inc., 289 W. Schiller St., Chicago.

Dr. Scholl's FOOT BALM





YOU don't have to "dip deep" into your pocket to join in this theme song: "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Re-Mi To Buy It." Folks have thought "well" of it for 59 years. If it's OLD QUAKER, it's O.K.!



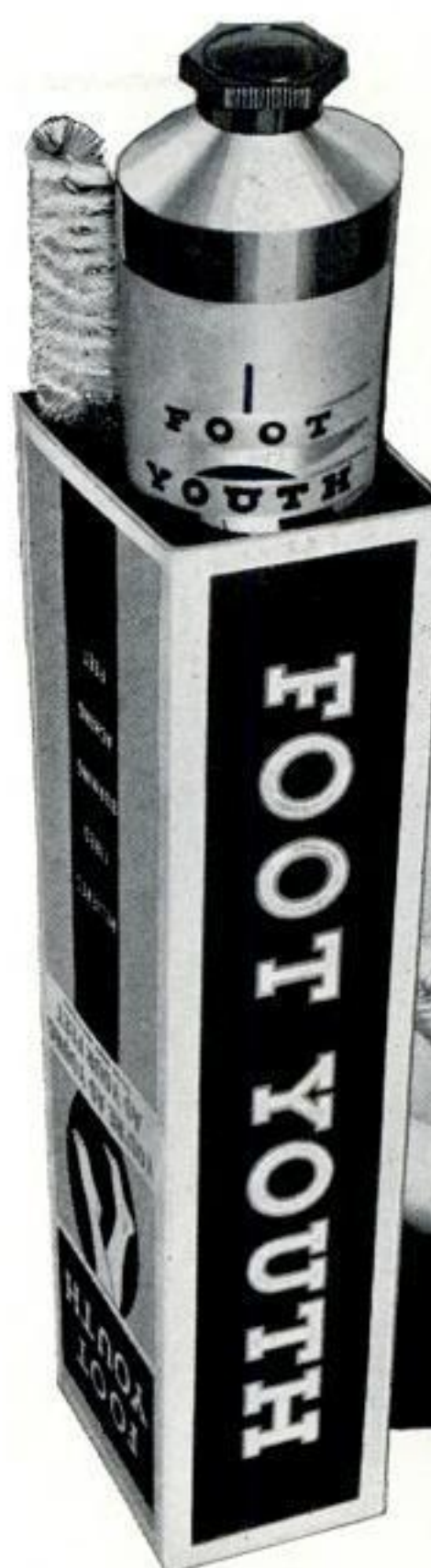
Mark the Merit in this "Mark of Merit" Whiskey

OLD QUAKER BRAND

STRAIGHT WHISKEY

AVAILABLE IN BOURBON OR RYE

Copyright 1937, The Old Quaker Co., Lawrenceburg, Indiana



The experts shook their heads at our idea of a name—but

FOOT YOUTH

is for tired, burning, itching feet... not experts!



WHEN we started to make the product that is now bringing real foot comfort to so many people—we needed a name for it.

Someone suggested "Foot Youth". Advertising experts said this name lacked color and a clever "twist". But the name stuck, because it expresses exactly what our product does.

Foot Youth is so refreshing for tired, aching, burning feet that lots of people use it for the soothing, pleasant sensation. With its expensive olive oil base and other medications, Foot Youth helps to keep your feet young, comfortable, and healthy. And with healthy feet, it's easy to keep free of corns, callouses, athlete's foot, and many other foot troubles.

So if your feet ever hurt, use Foot Youth. If Foot Youth does not do what we say, don't hesitate to ask for your money back.



FOOT YOUTH brings comfort to Tired, Burning, Aching Feet!

FOOT YOUTH . . . How to use it: You squeeze some out of the tube and use it just like a soap on your feet. You do it when you take a bath—or whenever you wash your feet. The more you scrub and rub the more lather it makes and the more good it does . . . There is a little foot and toe brush in every package. Use it for that extra swell feeling . . . With Foot Youth you *do* take care of your feet because there is no extra operation. Nothing special to do. No salves, no powder, no soaking—no nothing. You just wash your feet with Foot Youth whenever you bathe.

FOOT YOUTH . . . What it does: Most people say it makes them feel like dancing for joy. Actually, it does a couple of things. First it takes away tiredness and burning and any possible odor. Then it begins the real job of making your feet healthy so they can get rid of corns and callouses and athlete's foot—and stay rid of them. It's the only way to keep your feet young. Give them just this fraction of the special care you give your face and you'll feel young all over.

FOOT YOUTH . . . What it is: It is a special formula of medicants and antiseptics compounded especially for feet that spend most of their time in shoes. During the past year Foot Youth has found such favor with users and chiropodists that we offer it to you with full confidence that you will also become a valued customer.



Buy FOOT YOUTH at your Drug Store... Although in most parts of the country it is still a comparatively new product, drug stores everywhere have put Foot Youth in stock. Druggists realized instantly that their customers would want this product. So your druggist probably has Foot Youth now . . . Foot Youth is made by Seebasco Corporation, Richmond, Va.



NEXT
on the program —
a real hit,
**BEECH-NUT
—GUM—**

Most popular flavor of gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor.



"Always Worth Stopping for"

SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!

A mechanical marvel, three rings of performers, clowns, animals, music 'n' everything! Now touring the country. Don't miss it.



LIFE'S PICTURES



Arnold Lucius Gesell, M.D., Ph.D., Sc.D., famed pediatricist and clinical psychologist, is the Director of Yale University's Clinic of Child Development which he founded in 1911 for the purpose of studying the backward child. By 1919, his attention had shifted to the normal child whose complex infant behavior he considers a gold mine to Science. As his chief research tool, he chose the cinecamera, and in 1930 established the Photographic Library of the Yale Films of Child Development and began editing scientific talking films, published by Erpi Picture Consultants, Inc. Best-known of his voluminous writings is *An Atlas of Infant Behavior*, published four years later, which contained 3,200 action photographs of babies, some of which are reproduced on pages 34-37. Dr. Gesell was born 57 years ago in Alma, Wis., is a tall, rangy man with a firm, soft-spoken manner.

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- 39—HAL ROACH STUDIO exc. cen. STAX from HAL ROACH STUDIO. DRAWINGS BY NORMAN MCLEOD
- 40—HAL ROACH STUDIO
- 43, 44—A. N. BRECKON
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- 60, 61—KITROSSER from P. I. exc. t. p. 61
- 62—H. H. HILSCHER
- 64—P. I.
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- 72—W. W.
- 74—KENNETH ROGERS
- 76—PETER STACKPOLE, P. I.—W. W.—ACME, P. I.
- 78—INT., A. P.—INT., A. P.—ACME, INT.
- 82—KARGER-PIX exc. cen. lt. & bot. cen. KNOPF-PIX
- 83—KARGER-PIX exc. bot. lt. KNOPF-PIX
- 84—KNOPF-PIX—KARGER-PIX (2)
- 86—T. & bot. lt. KARGER-PIX—cen. & bot. lt. KNOPF-PIX
- 88—KARGER-PIX

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HANDEE

Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



For
Faster
Better Jobs

GET A DEMONSTRATION

at your dealers or order on 10-Day Money-Back Trial. \$10.75 and up post-paid. 3 Accessories Free. Catalog Free.

New CRAFTSMAN Project Book
"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c. stamps or coin.

Chicago Wheel & Mfg. Co., 1104 W. Monroe, Chicago

Dangerous to scratch Mosquito Bites

Scratching mosquito bites or skin irritations of any kind is risky. It often causes re-infection and leads to serious trouble. For quick relief from the itching of insect bites, athlete's foot, hives, scales, eczema, and other externally caused skin afflictions use cooling, antiseptic, liquid D.D.D. PRESCRIPTION. Greaseless and stainless. Soothes irritation—quickly stops the most intense itching. 35c trial bottle proves it—or money back. At all druggists.

D. D. D. PRESCRIPTION



For A Comfortable, Pleasant Voyage... Take—



USED IN 64 COUNTRIES

The Editors of
LIFE

Join the Editors of
TIME
in bringing you

THE MARCH OF TIME

on the air

Every Thursday Night
10:30 E. D. S. T.

COLUMBIA COAST-TO-COAST
NETWORK

MODERN MOTHERS FIND NEW NUCOA WHOLESOME...ECONOMICAL

New-type margarine is a delicious "thrift spread" for bread and ideal for all cooking. Nourishing! Always sweet and fresh!



Nucoa is high in food-energy. Every pound of Nucoa supplies 3400 food-energy calories . . . as many as the most expensive spread for bread. With milk, eggs, fruits and vegetables, Nucoa fits ideally into the balanced diet every child requires.



Nucoa tastes so good on bread! It is a pure *vegetable* margarine, made from American farm products. Approved by Good Housekeeping Bureau and accepted by The American Medical Association, Council on Foods.



The same delicious flavor you taste in Nucoa on bread makes it delightful for all your cooking, too. Nucoa seasons vegetables luxuriously . . . gives you light, tender, rich-flavored cakes and delicious sauces and confections.



It's money in your pocketbook—a big saving on every pound of Nucoa! This adds up, in a few weeks, to a real sum. "Nucoa is such a blessing!" mothers say. "It helps balance the family's diet and our budget, too!"



The wholesome "thrift spread" for bread

Churned by The Best Foods, Inc., makers of Hellmann's and Best Foods Real Mayonnaise



A foursome of Old Club golfers plays 9 holes. Grantland Rice, in the adjacent strip, takes a critical look at photographs of their game.



"The perfect stance and grip for a bad slice, a worse hook," says Rice. "Left hand set for a slice and right hand set for a hook."



Into the rough is where preceding stance leads. "The bent knee," Rice says, "shows undoubted determination to emerge."



"This is the upper body follow-through developed to its highest point. The foot action is quite good, but . . .



Arrival at the Old Club follows a 9-mile ferry ride across St. Claire Lake to the point where the St. Claire River flows into it. A uniformed porter takes charge of luggage. Many Old Club members come by yacht, live on their boats near the Club House (background).

Life Goes to a Party AT DETROIT'S EXCLUSIVE OLD CLUB

No club in the Middle West is more exclusive than the Old Club of Detroit. Its 200 members are drawn only from Detroit's thinnest upper crust of bankers, auto tycoons and publishers. Yet, contrary to expectations, the Old Club exhibits little swank. It is built 40 miles out on island flats in the St. Claire River, where Detroiters went fishing back in 1872. Between 1880 and 1910 cottages were put up, grounds laid out on land dredged up out of the river bottom, and the Old Club reached its heyday. Since then, faced with competition by transatlantic travel, aviation cruises and private flying, it has settled down to a good, easy-going week-end resort which, for all its exclusiveness, is as comfortable and slovenly as an old shoe. Any week end you may here find Detroit's business aristocrats shirtless, engaged in yachting, golfing, bicycling, dancing and—most preferred—just sitting and drinking.



Not a tweak on the nose but a cherry is here given Walter B. Cary, entertainment chairman, by the winner of the cocktail race. She wears sun glasses with blinders, popular at the island club. He presides, during the week, over the Michigan Insurance Agency, Inc.

STAG CLUB SPENDS JULY 4 UNPACKING FURNITURE:

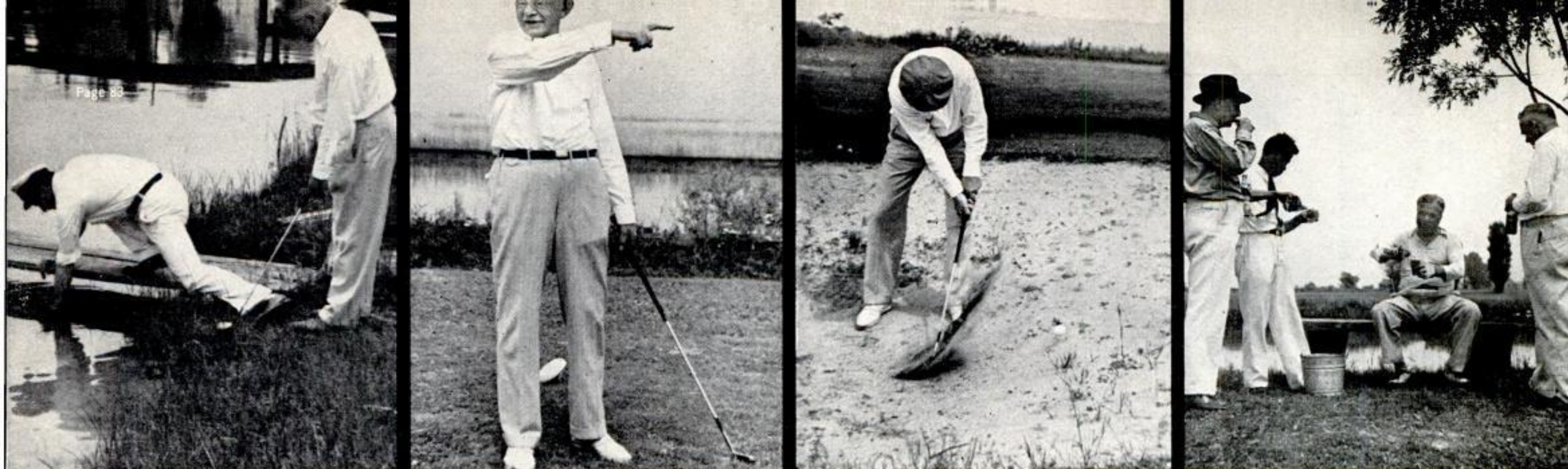


"HEAVE! OOMMM—PH."



"GOOD CHAIR, THAT."





... something must have happened, judging by where the ball finished. He forgot to keep his head in place."

"Yes, that's the fairway, but what difference does it make," asks Rice, "when he forgets to leave weight on his left foot."

"This shows the uselessness of asking where fairway was. Any way," consoles Rice, "he has the right grip for getting out of a pit."

"Perfect form at last!" crows the critic. "Now they don't slice or hook, top or fizzle, as each one lays his approach dead to the cup."



The stag club is so exclusive that only eight men belong, to be replaced only after death. Women are permitted in their clubhouse only for cocktails a few hours on week ends. The

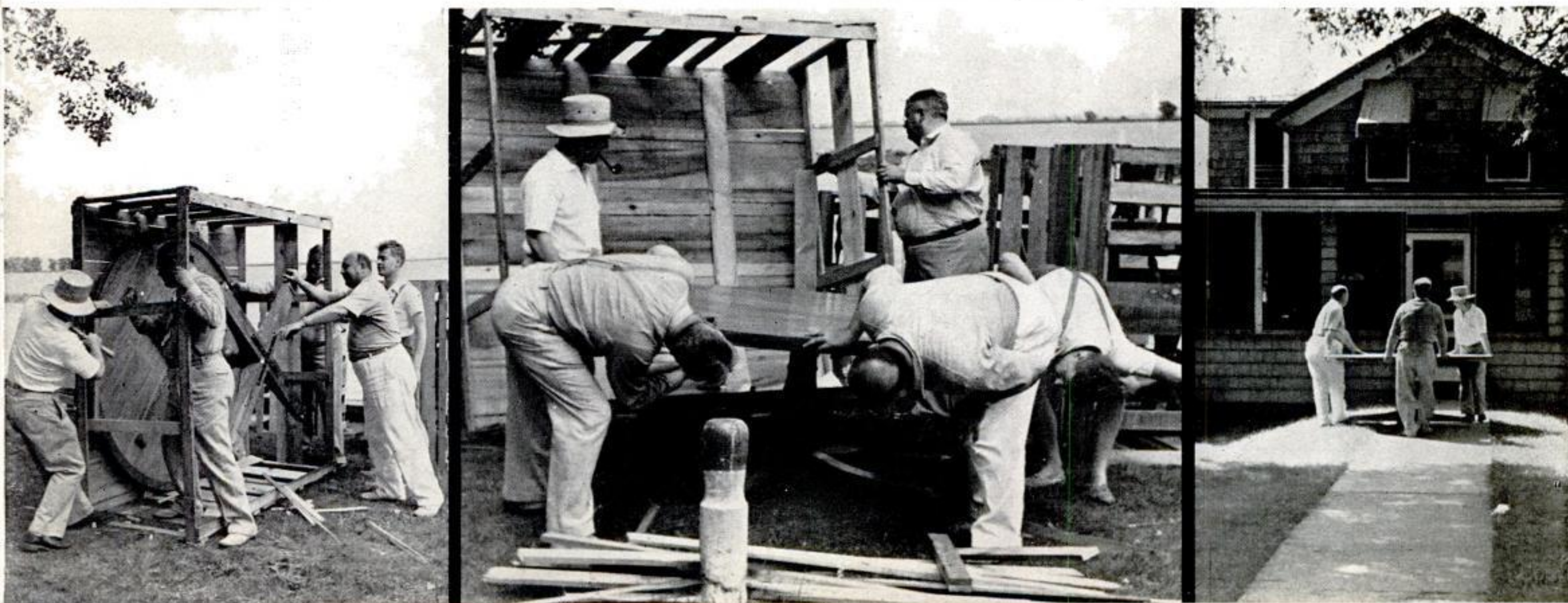
rest of the time the members make themselves completely comfortable with as few clothes as the weather permits. Left to right: Jules G. Hoffman, vice president of Guardian

Depositors Corp.; Walter B. Cary, president of the Michigan Insurance Agency; John M. Thompson, investment banker; a guest, and Robert G. Yerkes, a wealthy lawyer.

"NOW FOR THE TABLE."

"THIS WILL BE SWELL FOR POKER AND BEER (ABOVE)."

"EASY DOES IT, LADS."





FOR YOUR LATE VACATION

Enjoy the scenic thrills, the sports delights, and the restfulness of this loveliest of all tropical islands in late summer or fall. Jamaica keeps its famous winter climate *all year*. Homelike, inexpensive hotels and guest houses invite you to our cool mountains and breeze-swept beaches. Furnished cottages may be rented.

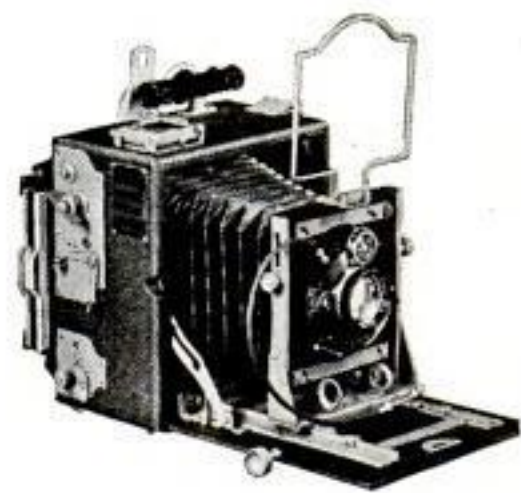
For Booklet L, consult your travel agent, or Pan American Airways, Eastern Air Lines, United Fruit Co., Colombian Line, Canadian National Steamships, or Standard Fruit Co., or The Jamaica Tourist Trade Development Board, 230 Park Avenue, New York, or Kingston, Jamaica, B. W. I. (Cable: "Devboard.")

JAMAICA

BLUE MOUNTAINS — EMERALD SEA



Another Scoop by GRAFLEX



Two "five-nose" finishes are to be found in the records of thoroughbred racing—and *this one* was "shot" photographically. This remarkable shot, above, was made by Charles M. Smyth with his Speed Graphic. Another outstanding example of the split-second, precision performance characteristic of Graflex American-made, Prize-Winning Cameras!

Illustrated is a popular favorite—the Graflex-made Speed Graphic. Choice of three sizes: $3\frac{1}{4} \times 4\frac{1}{4}$, 4×5 and 5×7 . See it at your dealer's.

FREE!

Send for our free catalog of Graflex and Speed Graphic Cameras and Accessories. Paste coupon on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-15, Rochester, N.Y., U.S.A.



FOLMER GRAFLEX CORPORATION
DEPT. L-15, ROCHESTER, N. Y., U. S. A.

Please send me your free catalog of Graflex and Speed Graphic American-made Cameras and Accessories.

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GRAFLEX Prize-Winning CAMERAS

Life's Party (continued)



The Club's ferry, *Uncle Burke*, carries most guests, but this picture was taken from President Ora J. Mulford's yacht.



Uncle Burke, in reality, is oldest member. Burke M. Graham (left), 84, shown on the boardwalk with another oldster.



Rear view of boardwalk and cottages presents a ramshackle appearance, since Club members seek to retain a sentimental oldtime atmosphere. Most cottages were built on piles in the 1880's, still contain brass bedsteads and wood-burning stoves.

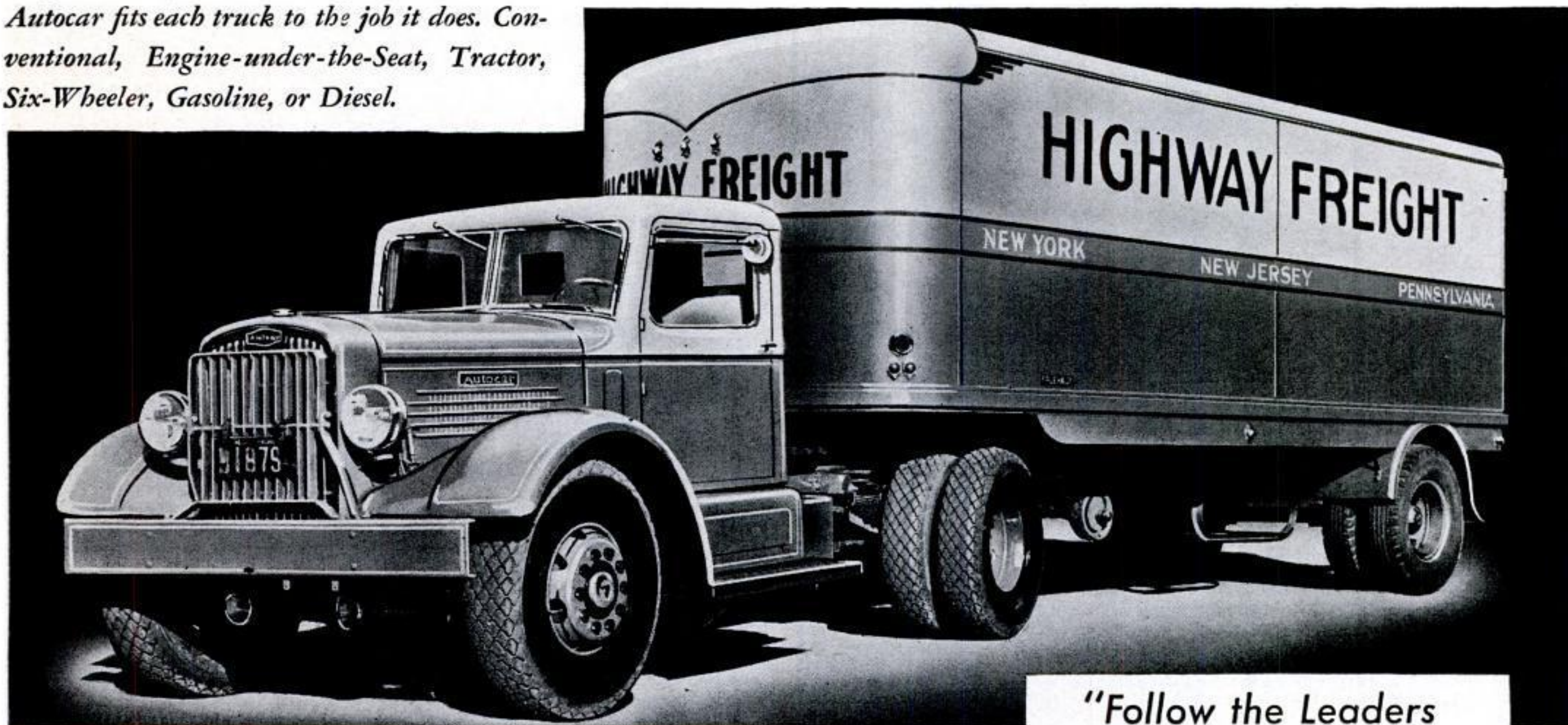


Saturday night formals see Club members unaccustomedly dressed up for dancing. June bugs, an island plague, surround Mrs. Edward Macauley, whose husband (right) is the son of President Alvan Macauley of Packard Motor Car Co.

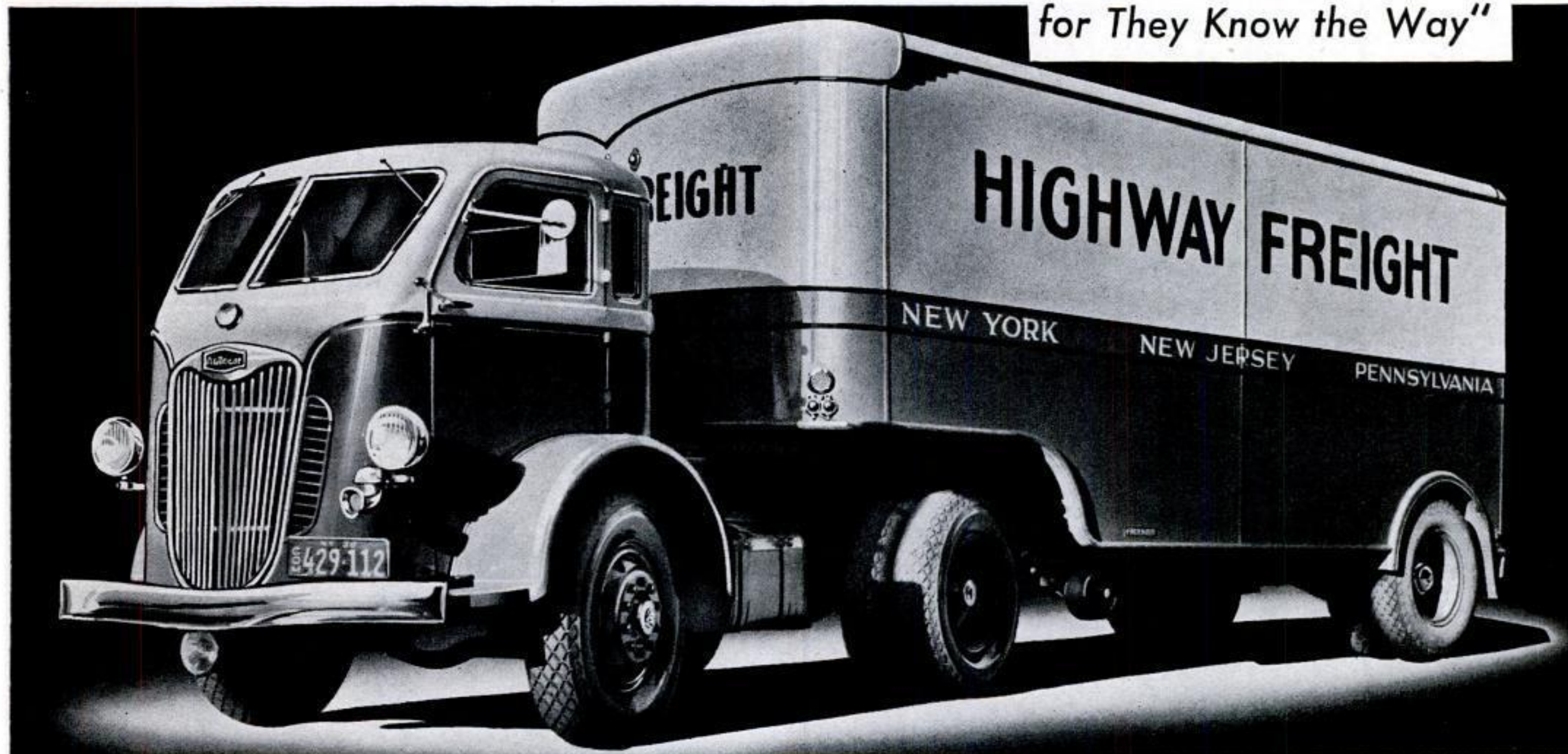
THE BIGGER YOUR AUTOCAR THE BETTER IT PAYS

Here are two heavy-duty Autocars. Both are powerful. Both are built for hundreds of thousands of miles. Both are making money. Why do they look so different? Because Autocar fits each truck to the job it does. Conventional, Engine-under-the-Seat, Tractor, Six-Wheeler, Gasoline, or Diesel.

The most profitable truck you can own is the biggest Autocar you can keep busy under full loads. Big loads return the largest profit on drivers' wages. They make gasoline efficiency highest—and when your trucks are heavy-duty Autocars, they bring your depreciation to the fewest cents per ton mile. These are the three largest items in trucking costs. . . . Buy big Autocars and make more money.



*"Follow the Leaders
for They Know the Way"*



AUTOCAR TRUCKS

ARDMORE, PA.
Branches in Leading Cities

We are supplementing our national system of Branches by appointing a few Distributors who have good financial ratings.



Have you ever

**BRUSHED ALL
YOUR TEETH?**

• How about behind your front ones—where tartar forms? Ordinary brushes are too bulky to reach there. See how Tek fits. Cleans inside as easily as outside. Pure, long-life bristles. Remember to get Tek Jr. for the children.

Tek
TOOTH BRUSH
Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

**MAN
LIKES
DOG...
...DOG
LIKES
MAN**

Pets and all kinds of animals travel among friends when you ship them by Railway Express. They are treated as kindly and as carefully en route as you yourself would treat them. They are fed and watered in accordance with your instructions. Whenever you have anything to ship, phone the nearest Railway Express office or Western Union.

Air Express—2500 miles overnight

**RAILWAY
EXPRESS**
AGENCY INC.
NATION-WIDE RAIL-AIR SERVICE

Life's Party (continued)



Surfboard riding in the St. Claire River keeps Margaret Booth and Dick Dawson, whose face is half visible behind hers, cool on a hot day. They are broncoing in the wake of a Chris-Craft racer. Most Old Club members have their own yachts.



Fun in the swimming pool is popular. Here Breckenridge Armstrong, cousin of the Duchess of Windsor, tries to bounce a guest into the water. In background, a Great Lakes freighter plows up the St. Claire, world's busiest inland waterway



Soft ball is played every Sunday after dinner at 3 p. m. C. Upton Shreve is about to connect with a fast one.



Sailboating is common among members, one-third of whom spend week ends in yachts. Colin Selph ties a sail.

Cuts WALLPAPER REMOVING TIME in Half



Save time... money and work! New—exclusive SAVOGRAN product. Just dissolve in water. Brush (or spray) on walls. Soaks in without dripping. Instantly penetrates down to plaster. Layers of old paper come off easily. One package enough for average room. Harmless as water. Old methods... slow, expensive. SAVOGRAN twice as fast—fraction of cost.

Left—solution. Right—water. Crumpled ball of wallpaper dropped into each liquid at same time. Solution penetrated—sank paper almost instantly. Paper on water floating 16 hrs. later.

Other famous SAVOGRAN products are Heavy Duty Cleaner; Crack Filler; Remover & Bleacher (for floors); Wood Putty; and Paint Brush Cleaner.

THE SAVOGRAN COMPANY
13 INDIA WHARF, BOSTON, MASS.

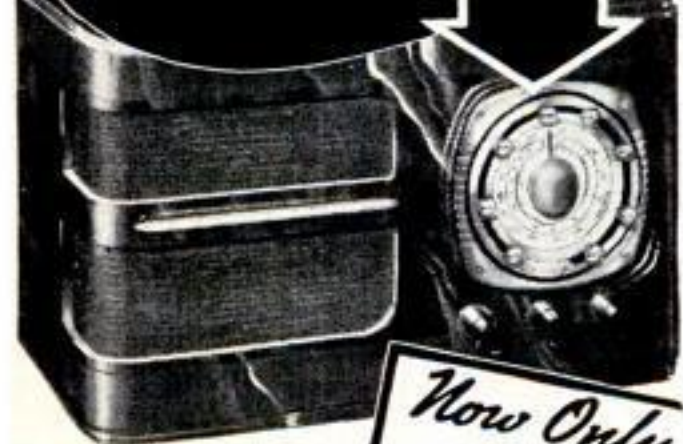
At hardware, paint and wallpaper stores or write direct. Ask for folder on Savogran Products.

Only **15¢** pkq.

SAVOGRAN
WALLPAPER REMOVER

Amazing New Radio
with

"TELEDIAL"
Automatic
TUNING

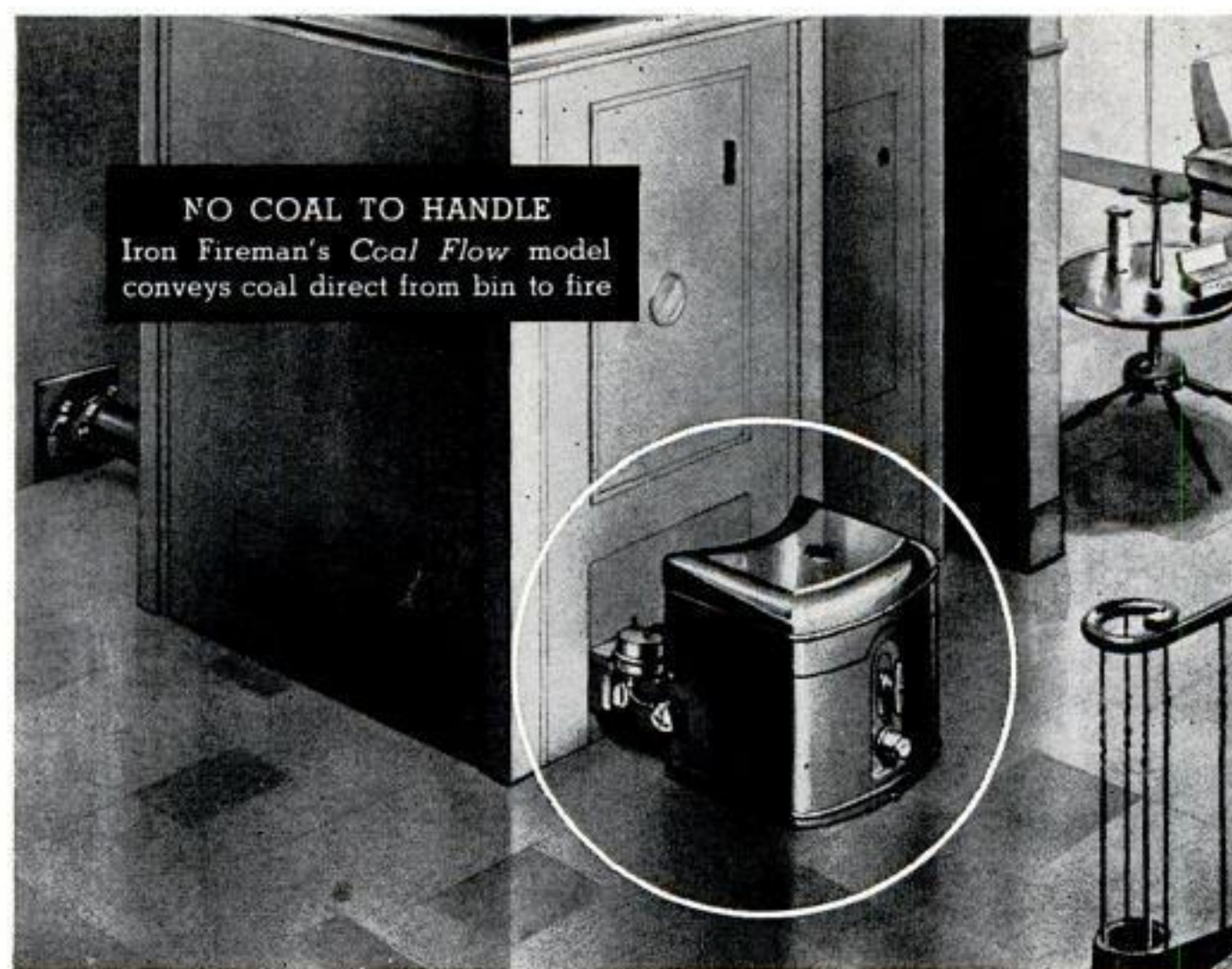


EUROPE GUARANTEED

• For the first time... TELEDIAL automatic tuning in a table set... tunes 8 stations in 8 seconds... American, foreign, police, amateur and aviation reception. Sold by leading radio and department stores.

SEE YOUR
Grunow
DEALER

GENERAL HOUSEHOLD UTILITIES COMPANY
Chicago, Illinois Marion, Indiana



NO COAL TO HANDLE
Iron Fireman's Coal Flow model conveys coal direct from bin to fire

Iron Fireman Type of Heating Making GREATEST GAINS IN AMERICA

Provides Luxurious Warmth

Cuts Fuel Cost 15% to 50%

LAST year America installed 377% more automatic coal burners than in 1933. This rate of growth over the past four years is about 2 1/2 times greater than the next fastest growing type of automatic firing equipment.

The popularity of the Iron Fireman Coal Flow model, which abolishes coal handling by feeding directly from the coal bin, is a major factor in the swing to automatic coal firing.

Everyone knows that coal is the basic fuel. And Iron Fireman makes coal a self-serving fuel—clean, convenient, automatic.

Iron Fireman heat excels because it is more uniform, more mellow and more permeating. The ever-glowing fuel bed is the basis of this superiority. There is always a steady, even flow of mellow warmth, exactly regulated by electric controls.

Most Economical Heating

Records of users show that fuel costs are cut from 15% to 50% when Iron Fireman replaces other types of heating. Over a ten year period, Iron Fireman savings amount to a sum no one can afford to waste.

A typical example of Iron Fireman's ability to provide ideal automatic heating—and save money—is reported by Dr. F. C. Armstrong of Red Oak, Iowa. Dr. Armstrong's large home with its high ceilings and open stairway, used to be



Dr. F. C. Armstrong

a real heating problem. Both hand-fired coal and a type of automatic heating failed. Then Dr. Armstrong installed Iron Fireman. Now he has



No other heating could handle this job, but Iron Fireman "walked away with it."

all the heat he wants, all the time. And Iron Fireman's abundant warmth costs only half as much as the previous inadequate heat—\$135 a year now, instead of the former \$275.

What About Your Home?

Whether you live in a cottage or a mansion, you can benefit from changing over to Iron Fireman firing. If your present furnace or boiler is in good condition, all you need is an Iron Fireman and its electric controls to give you luxurious automatic heat. If you are building a new home, or replacing your present heating plant, remember that leading furnace and boiler manufacturers offer units especially designed for stoker firing. Write for literature, or ask your dealer to make a free firing survey showing what benefits and economies Iron Fireman heating will bring to your home. You can buy a Coal Flow or standard hopper model on convenient terms, and the burner can be quickly installed. Iron Fireman Mfg. Co., Portland, Oregon; Cleveland; Toronto. Dealers everywhere.

IRON FIREMAN

AUTOMATIC Self Regulating COAL FIRING

This famous trade mark is the symbol of Iron Fireman, the world's leading automatic coal burner, the machine that made coal an automatic fuel.



- ☐ Send "Story of Fire" booklet.
☐ Send Iron Fireman catalog.

Name _____

Address _____

Type of heating plant _____

(Mail to Iron Fireman Mfg. Co., 3241 W. 106th St., Cleveland, Ohio.)

2% ARE EXPERTS

Among high-ball drinkers, 2% are experts in making a high-ball; 8% can do a pretty fair job; the other 90% haven't the most remote idea what it is about. But they can very easily learn.

Order from nearest fancy dealer a dozen or so of

BILLY BAXTER CLUB SODA or GINGER ALE

Get booklet Florence K—for the asking.

With the booklet Florence K and a supply of Billy Baxter the merest novice can do the work of an expert, because the whole Billy Baxter self-stirring idea is set up by experts.

Why serve friends shabbily when they may be served de luxe, and so easily, with self-stirring Billy Baxter.

RED RAVEN SPLITS, Cheswick, Pa.

X-ER-VAC TREATMENTS

(Alternate VACUUM and PRESSURE)

REVITALIZE
INACTIVE
HAIR CELLS
BY IMPROVING
CIRCULATION



• Licensed for use under the methods of André A. Cueto, M.D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. Patents Pending.

• The XERVAC, through the action of alternate vacuum and pressure, tends to produce a normal circulation in the deep network of capillaries that feed the hair cells. Undernourished, inactive hair cells are revitalized by the nourishment supplied by the renewed circulation, and normal hair growth is stimulated. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to

THE CROSBY RADIO CORPORATION
Dept. 738-L, Cincinnati, Ohio
Copyright 1937, The C. R. Corp.

PROCESS-AGING

the exclusive EDGEWORTH method to enrich flavor and take out tongue bite



Try it at our Risk

WHAT happens in fine wines happens in tobacco—aging mellows and enhances flavor.

As every tobacco expert knows, pipe tobacco can be rushed through the plant and save big sums of money. Edgeworth does not do this—that's why Edgeworth is different.

Edgeworth is PROCESS-AGED, a method as vital to these fine tobaccos as aging is to fine wines. Process-Aging requires twelve steps, each under laboratory control. It takes 4 to 7 times as long as might seem necessary. But that's how we guarantee that Edgeworth will not bite the tongue.

If Edgeworth is not the most delicious pipe tobacco you ever smoked or if it bites your tongue, your money will be cheerfully refunded.

NOTE: There are three kinds of Edgeworth for you to choose from:

- 1—Edgeworth Ready-Rubbed—a cool, long-burning tobacco preferred by seasoned pipe smokers.
- 2—Edgeworth Plug Slice—for the pipe smoker who likes to crumble the tobacco in his hands until it's just right for him.
- 3—Edgeworth Jr—for the pipe (and cigarette) smoker—the same tobacco also Process-Aged, but cut for "roll your own" and manufactured to give the beginner a milder, more free-burning smoke.

**EDGEWORTH AND
EDGEWORTH JR.**



*Smoking
Tobaccos*

Life's Party (continued)



The cherry race before the Club House resembles an old-fashioned potato race. The girls line up on a bench and remove their shoes at a signal. Usually it is held every Saturday night at the formal, but this one was an extra for July Fourth.



Shoes off, the racers sprint 25 ft. for tables on which stand a row of oversized Manhattan cocktails. The fun is greater on Saturday night when the girls wear long evening dresses. With or without races, drinking is a favorite Old Club sport.



Cocktails downed, the racers must next spear the cherry in their glasses with a toothpick and sprint back to the Club House. First one back to the starting bench wins. One-piece bathing and play suits are favorite Old Club feminine garb.

Don't be ashamed TO SMILE

Try this new Salt discovery—I'll send you a trial tube free



If you have longed for attractive teeth, and never had them, perhaps you have joy in store for you, for with surprising frequency this new dentifrice discovery (U. S. Pat. 1968858), seems to accomplish this apparent impossibility. Try it at our expense. For free sample write Dept. 105, Worcester Salt Co., 40 Worth St., New York City.

**Worcester Salt
Toothpaste**

"GLOVER'S
Double
Action
FLEA POWDER
GETS 'EM
EVERY TIME!"

**POSITIVELY
KILLS
FLEAS and LICE!**



That's the guarantee you get with GLOVER'S Double Action FLEA POWDER—or your money back. Try it on your Dog or Cat. Safe and sure. Saves you money. Don't accept a substitute.

**ONLY
35¢**

GLOVER'S KENNEL and FLEA SOAP—thoroughly cleanses the coat and removes doggy odor; promotes normal hair growth; kills Fleas and Lice; relieves itching. 25¢ **FREE DOG BOOK** with Symptom Chart, write

GLOVER'S

Dept. T, 462 Fourth Ave., New York City



**Empire
PRESSER**

Save time, pressing bills, wear on clothes. Press pants, coat collars, sleeves, lapels, ties, dress pleats, etc. In a few minutes at home, office or when traveling. Easy to use. Plug in AC or DC socket. No wet cloth, board or bother. Wt. 10 oz. 6-ft. cord.

EMPIRE ELECTRIC CO.
804 Main St., Cincinnati, O.
Dealers—Sell this practical electric appliance. Over 500,000 now in use. A fine, new gift and vacation item.

"LIFE has become indispensable in our home"
J. J. McDermott, California

CAMERA BOOK

Explains latest inventions, methods in Photography and Home Movie Making, for fun and profits.



FREE
Offers hundreds of amazing money-saving bargains in still and movie Cameras, Lenses, Films, etc. Used equipment accepted in trade. Satisfaction guaranteed! **WRITE FOR FREE BARGAIN BOOK OF CAMERAS AND SUPPLIES!**
CENTHAL Camera Co., (Est. 1899)
237 S. Wabash, Dept. LF-37, Chicago, U.S.A.

A PULLMAN CAPTAIN AND HIS CREW



Pullman Conductor W. B. Child of one of the country's crack passenger trains. He's had 35 years of service. He's seen at left with his crew — eight porters, barber, and maid. Their average length of service is 22 years.

● This "captain" won those stripes on his sleeve not on a liner's wind-swept bridge but up and down the carpeted aisles of the Pullman car, seeing to the welfare of thousands of passengers who have traveled in his care. He's captain of a crew whose fame is recorded, not in sea-going story books, but in thousands of appreciative letters received annually from Pullman patrons. If you would know why folks like to travel by Pullman, part of the answer lies in the courtesy and thoughtfulness they experience at the

hands of the Pullman conductor and the Pullman crew. ¶ Pullman service—invitingly comfortable beds by night and quiet, spacious, clean lounging quarters by day—is made doubly enjoyable by the trained and competent people who put you at your ease when you travel this way. It's the *safest* travel in the world . . . and economical, too. Anywhere in America, and on various lines in Canada and Mexico. For full information, ask your ticket agent, or write **THE PULLMAN COMPANY, CHICAGO**

Pullman and Rail—The safe way to go and the sure way to get there

Copyright 1937, The Pullman Company



**I sense
you played
tennis
today**



Don't bring that athletic aura indoors

Exercise is fine. Perspiration is good for you. Be a good animal. Be an athlete.

But don't be guilty of athletic aroma indoors—at a party or at the office.

There are times when it's great to revert to nature and run and jump and swing, and sweat a bucket full. It's healthful.

But nobody likes animals like that in the house.

Shower baths are not a complete cure, because they wash away only past sins. Perspiration goes on. In a half an hour you're in danger of Zoo-roma again.

After every shower or tub, make Mum a habit. Two quick dabs underarm with this pleasant, fragrant cream will annul perspiration odor for a whole day without interfering with perspiration itself. And it's not a bad idea to use it again before evenings out. Also, touches to the feet will increase hot-weather foot comfort and keep hose and shoe linings fresh.

**Now for
a shower
bath and
MUM**



Millions of men have gone Mum-wise—now make Mum a real daily habit.

Start by trying a free sample. Your name on the margin of this page will get you a small jar, if mailed to Bristol-Myers, Dept. Q2-77, 630-A Fifth Avenue, New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



PICTURES TO THE EDITORS

RAIN IN MAINE

Sirs:

Enclosed are photos of the circus in Maine on a rainy day. The pictures were taken at Lewiston. They show

what a circus is up against under such conditions. We have had 24 days of rain in the month of June.

DAN MAHER

Bangor Daily News
Bangor, Me.



THREE PERFORMING ELEPHANTS ARE USED TO GET THIS CIRCUS WAGON OUT OF MUD



CIRCUS CUSTOMERS IN DOWNPOUR



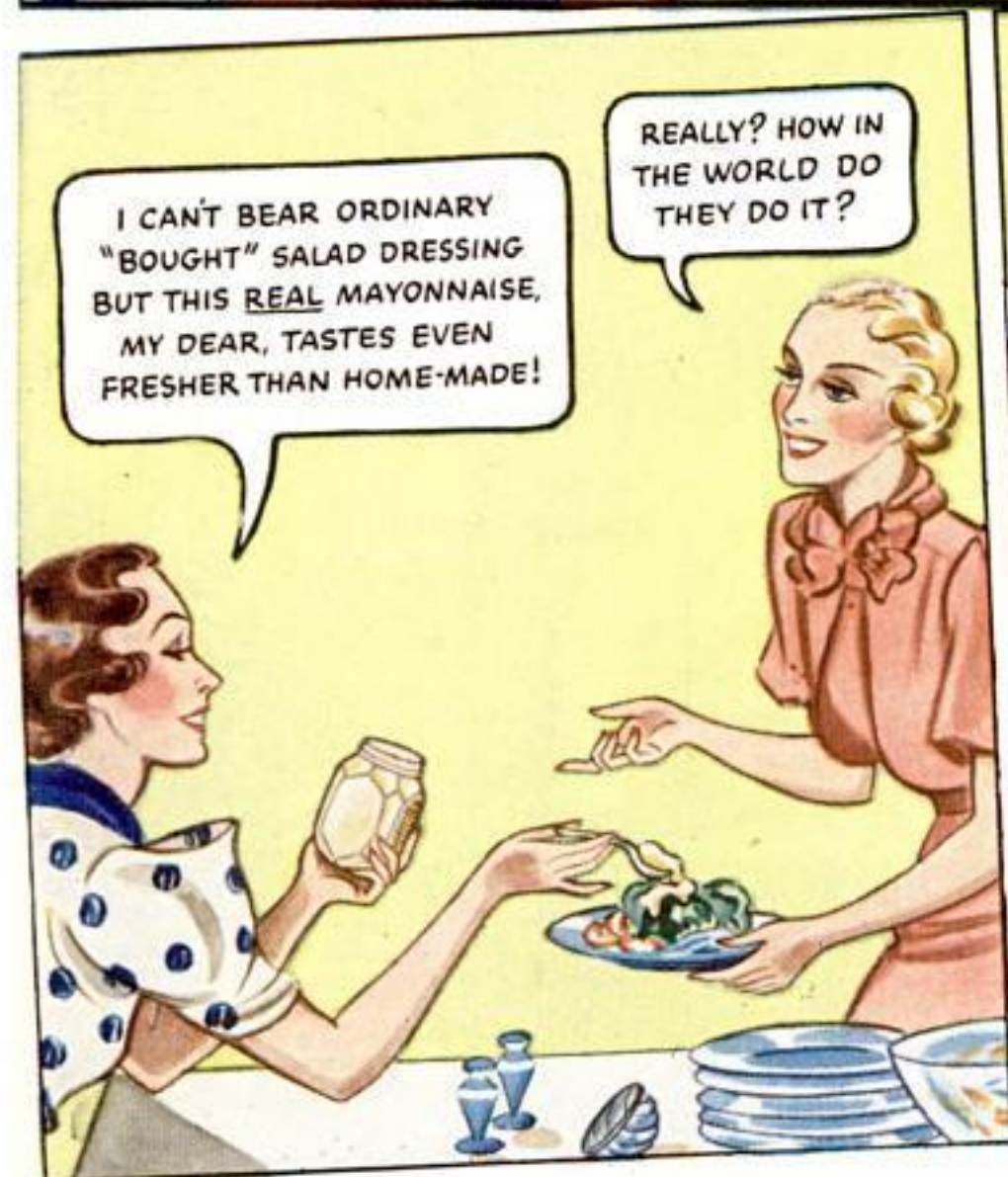
A ONE-ELEPHANT JOB IN MUCK



FORTY HORSES ARE HARNESSSED TO THIS WAGON LOADED WITH BOARD SEATS



**IT'S REAL MAYONNAISE,
BETTY, THE VERY
FRESHEST THERE IS!**



I CAN'T BEAR ORDINARY "BOUGHT" SALAD DRESSING BUT THIS REAL MAYONNAISE, MY DEAR, TASTES EVEN FRESHER THAN HOME-MADE!

REALLY? HOW IN THE WORLD DO THEY DO IT?

I'LL TELL YOU, LADIES! You know mayonnaise can be no fresher than the salad oil used in making it. Well, Real Mayonnaise (Best Foods in the West; Hellmann's in the East) is made only with "FRESH-PRESS" Salad Oil. That's what insures its marvelous fresh flavor.

We prepare this "FRESH-PRESS" Salad Oil ourselves—just as it's needed. It goes into our double-whipper right away. There it is mixed with freshly broken whole eggs, our own special blend of vinegars, and choicest spices. Nothing else. No starchy fillers.

I'M GLAD TO SEE YOU'RE GETTING REAL MAYONNAISE NOW, BETTY. DON'T YOU FIND YOUR SALADS TASTE FAR MORE DELICIOUS?

INDEED THEY DO! ORDINARY DRESSINGS JUST CAN'T GIVE THE FULL-BODIED, RICH, FRESH TASTE OF REAL MAYONNAISE MADE WITH "FRESH-PRESS" SALAD OIL!

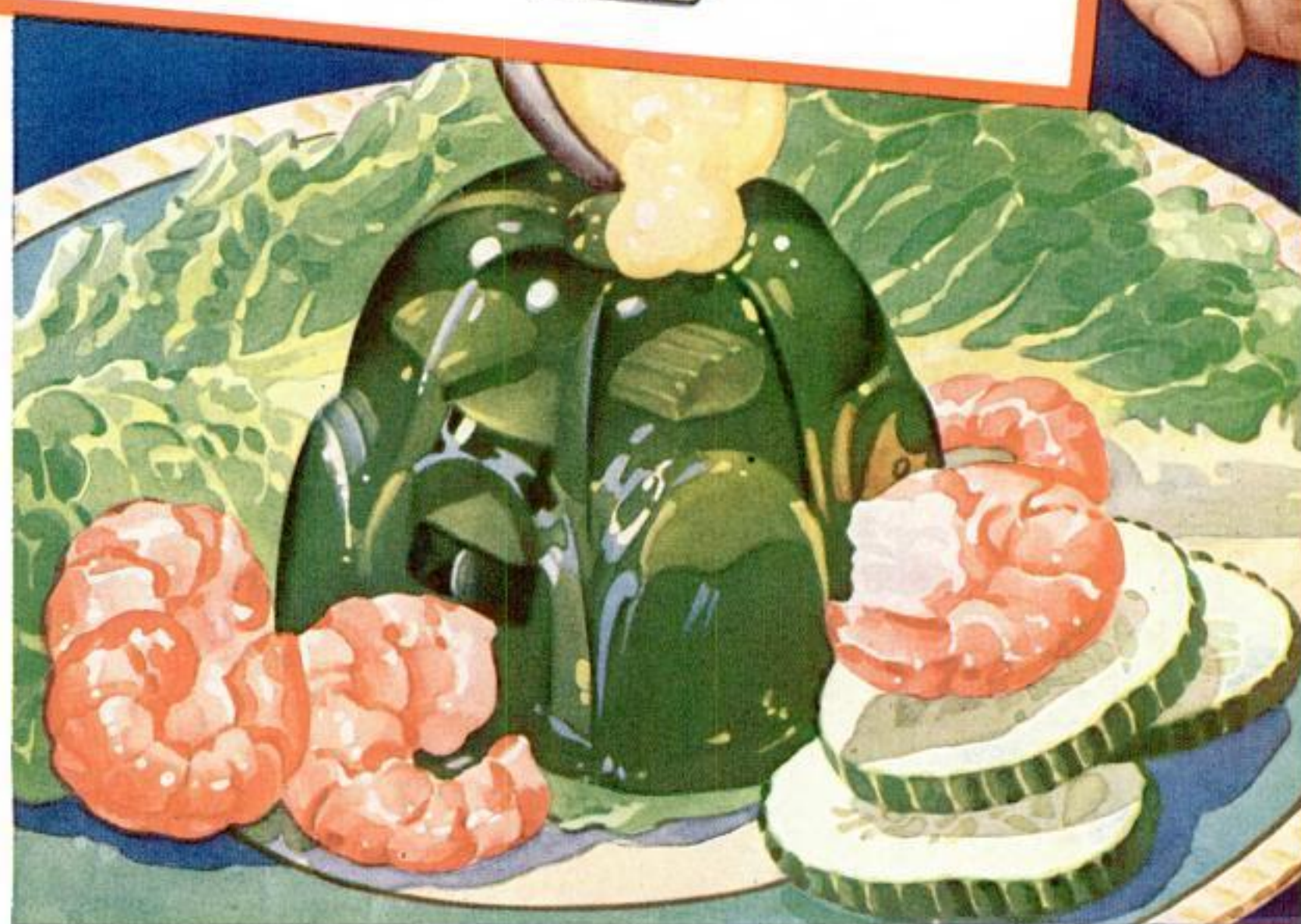


SEE HOW MUCH MORE DELICIOUS SALADS TASTE WHEN YOUR MAYONNAISE IS REALLY FRESH!

BEST FOODS and Hellmann's Real Mayonnaise are made fresh each day with "FRESH-PRESS" Salad Oil and other choice mayonnaise ingredients. They are sealed immediately in crystal jars and rushed to your grocer absolutely fresh from our kitchens. No ordinary dressing can possibly equal their rich, creamy flavor. For this Real Mayonnaise is *all* mayonnaise. It contains no starchy fillers.

If you live in the West, ask for Best Foods—if you live in the East, ask for Hellmann's. Only these two brands of Real Mayonnaise are made with "FRESH-PRESS" Salad Oil.

Made only with
"FRESH-PRESS" SALAD OIL
BEST FOODS *in the West* HELLMANN'S *in the East*



**BEST FOODS
and
HELLMANN'S
REAL MAYONNAISE**

For 26 Years
THE SYMBOL OF SAVINGS



FOR ECONOMICAL TRANSPORTATION

For more than a quarter-century, the name Chevrolet has meant economical transportation to motor car buyers everywhere. And today, more than ever before—*Chevrolet* means economy, and *economy* means Chevrolet. Daily experience proves that this car requires less gas—less oil—and less service. That's why Chevrolet owners tell their friends that the Chevrolet trade-mark is a *very good sign* to follow . . . the symbol of savings . . . and the symbol of superior satisfaction, too!

CHEVROLET MOTOR DIVISION, *General Motors Sales Corporation*, DETROIT, MICHIGAN

The Only Complete Car-Priced So Low

PICTURES TO THE EDITORS

(continued)

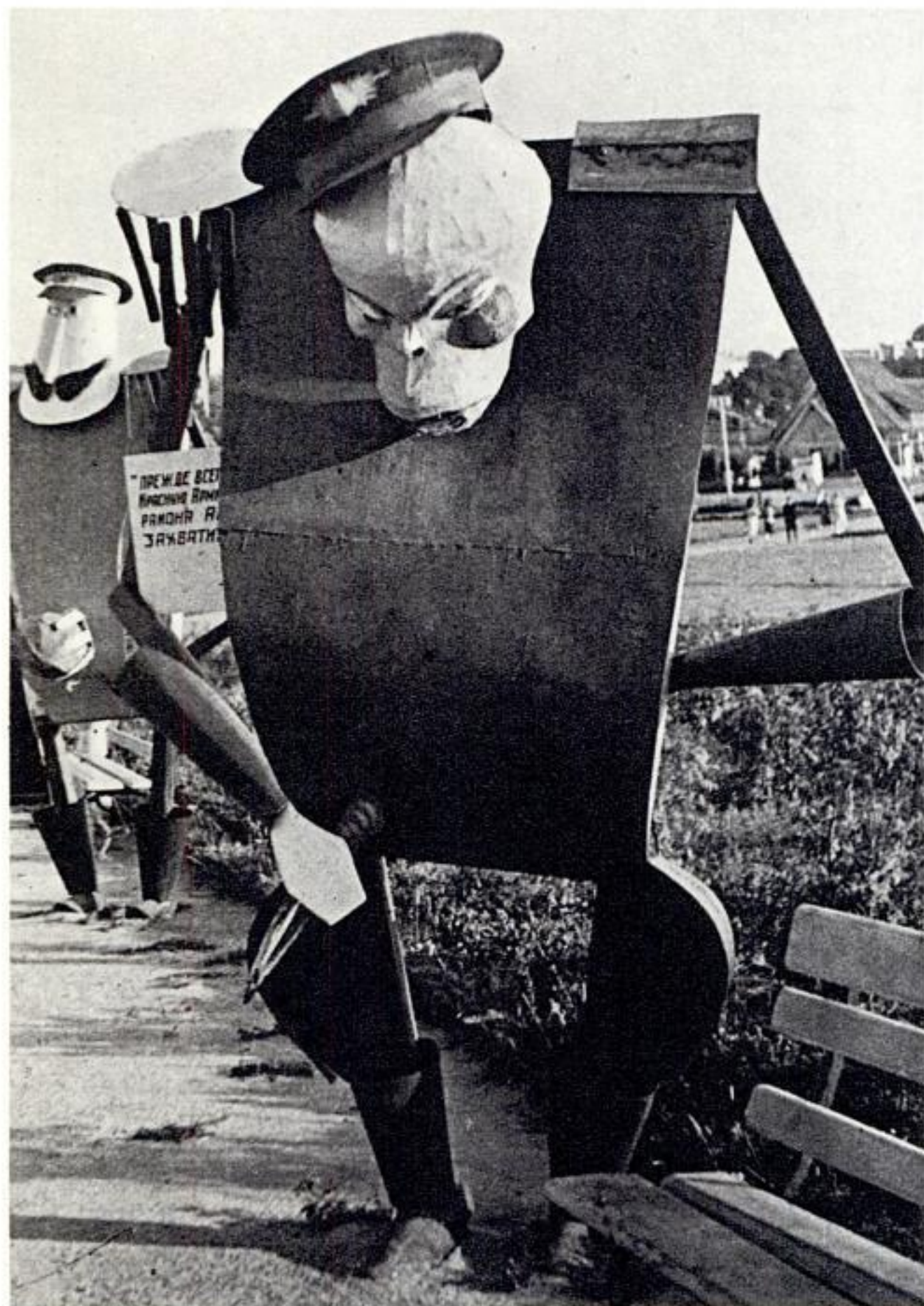
THREE DIMENSIONAL POSTERS

Sirs:

Russia gives us much that is new. Here is a contribution to propaganda—a three dimensional poster—cheap—it is only 3-ply, but effective. All were taken in the Park of Culture and Rest, Moscow. The labels (below) indicate what the posters are supposed to represent.

P. B. REDMAQUE

Kings Norton,
Birmingham, Eng.



SOLDIER IN CAPITALIST COUNTRY. HIS OFFICER IN BACKGROUND



A FASCIST WITH BOMB



A PRIEST WITH ROSARY

DON'T ... LET YOUR CAR GO NUDIST!

Weather-proof the beauty of your car with Simoniz! If it is left naked, the weather, dirt, and ultra-violet rays soon dull, bleach, and eventually destroy the finish. Stop this damage now! Simoniz Kleener will quickly and easily restore the lustre. Then apply Simoniz. It, alone, contains the certain secret ingredient, which preserves the finish and its beauty for years! So, always insist on Simoniz and the wonderful Simoniz Kleener for your car. There's nothing like them!

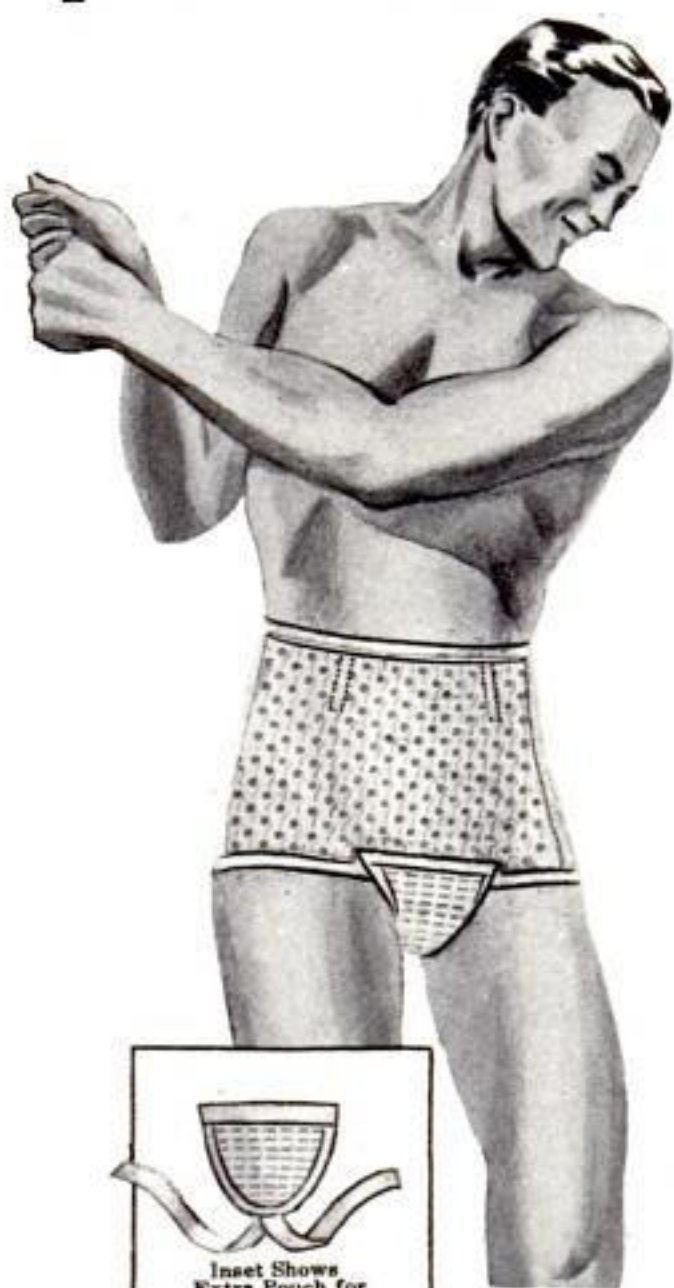


MOTORISTS WISE

SIMONIZ



Streamline
your waistline



V·E·N·T·I·L·A·T·E·D

**TROPIX
PARIS
GARDS**

with **TWO**
interchangeable
Snap-on pouches

For cool summer comfort . . . Paris sponsors the new "TROPIX" Gards . . . with waistband fashioned of ventilated . . . figure controlling . . . Paris Marvel-knit Elastic. Holds you properly . . . firmly . . . comfortably. Reduces waistline . . . makes walking a pleasure . . . relieves that tired feeling . . . helps correct slouching posture. Removable waistband boning prevents rolling. Two tailored detachable pouches make one garment do the work of two . . . permit frequent changes . . . afford required convenience . . . prolong wear, too.

Be summer-wise . . . be trim . . . be cool . . . be comfortable. Get your supply of "TROPIX" Gards for daily wear . . . they're comfortably priced . . . including two pouches . . . at \$2.50. Other Paris Gards \$2. Tailored by the makers of Paris Garters, Suspenders and Belts . . . and that means "tops."

---PARIS MAIL-O-GRAM---
(If your dealer cannot supply you)

A. STEIN & COMPANY
1151 West Congress Street, Chicago, Illinois
Please send me . . . TROPIX GARDS at \$2.50 each

Waist size . . . Enclosed is Check . . .

Money Order . . . Currency . . . for \$. . .

Name . . .

Address . . .

Dealer's Name, please . . .

PICTURES TO THE EDITORS

(continued)



STALLION KILLS COLT

Sirs:

I inclose a picture which I took while traveling from Ozona, Tex. to Barnhart, Tex. of a crazed stallion killing a colt. I was just getting ready to take the picture of horses being herded through a gate on the A. C. Hoover pasture. Just as I

cocked the lens, the colt ran out of the herd. The stallion caught him at the fence and bit him three times before being beaten off.

HERBERT TAYLOR JR.
Staff Photographer

San Angelo Standard-Times
San Angelo, Tex.



SKELETON EXPERT

Sirs:

Here is a picture of my secretary and partner, Miss Bertha A. Schoenberger, working on a human skeleton. I believe that she is the only woman in the United States who can mount a human skeleton,

disarticulate an adult skull, make artificial ligaments and the like. She has been with me for more than 20 years.

CHARLES H. WARD

Anatomical Laboratory
of C. H. Ward, Inc.
Rochester, N. Y.



THE "LAST INCH"

of your Collins now stays
rich despite melting ice

When you sip the "last inch" of a lazy summer cooler, you want it rich as the first sip. The way to be sure? Use Seagram's "Soft-stilled" Gin. Its deeply infused flavor stays rich even when diluted with 16 parts of water.



Make this test. Pour a teaspoonful of Seagram's "Soft-stilled" Gin into a pint of water. Stir it. Smell it. Taste it. You still get a rich flavor—even when it's diluted 16 to 1.

Seagram's
KING
ARTHUR Gin

IT'S
"SOFT-STILLED"

Try This
COOL FIZZ!

Here's how to make a perfect Gin Fizz. Shake thoroughly with ice the juice of 1 lemon, 1 teaspoonful sugar, 1 jigger Seagram's Gin. Add charged water. Strain into small highball glass. Seagram-Distillers Corp., Offices, N. Y.



Distilled London Dry Gin made from 100% American Grain Neutral Spirits. 90 proof.

"IN 25 YEARS YOU'LL SWING INTO MAIN STREET AT 50,"

SAYS NORMAN BEL GEDDES

"MAIN STREET won't be a 'stop street' in 1960," says Mr. Geddes, authority on future trends.

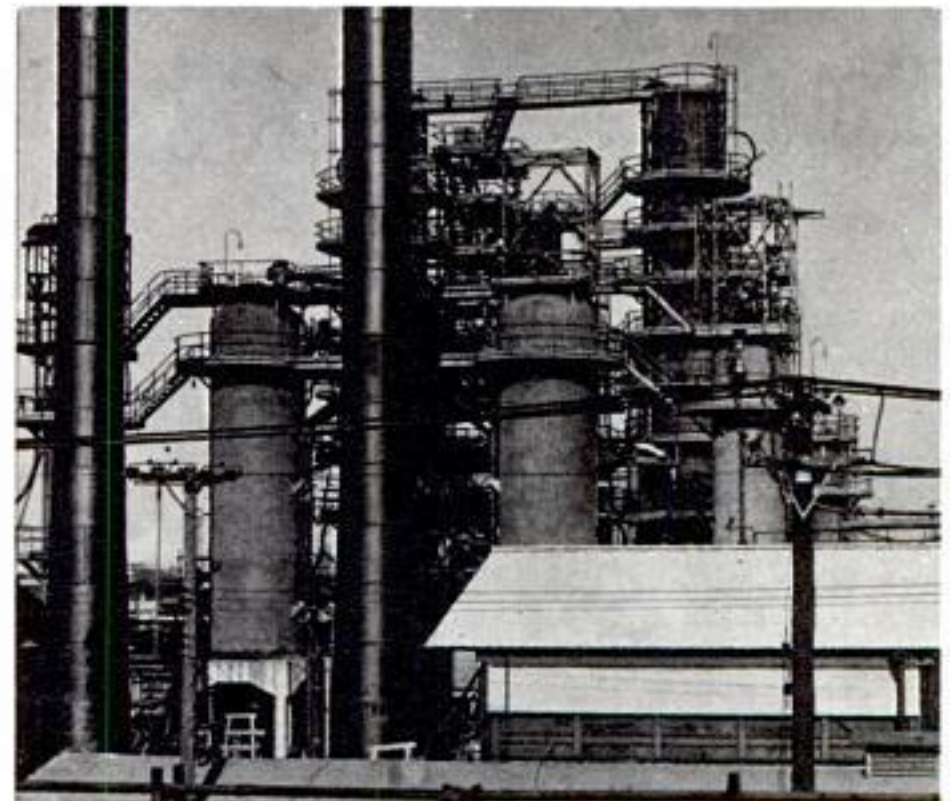
"Conveniently located entrance ramps will feed traffic from Local Streets into Express Streets at speeds up to fifty miles an hour.

"Local Streets will be made much wider by the elevation of sidewalks and the elimination of curb parking. You will walk, shop and cross over streets on the second-story level.

"Cars will park . . . trucks will load and unload in open areas beneath the buildings."



Today 4 out of every 5 miles you drive are stop and go—the costliest kind of driving you do. Nation-wide, the average motorist makes thirty stops a day, and only one stop can waste enough gasoline to drive you five city blocks!



"Motor-digestible" is the term used by automotive engineers to describe Super-Shell, so quickly and completely is its high energy content converted into power. Regular use of this "balanced" gasoline cuts the cost of your stop-and-go driving.

Save with Super-Shell



SEIBERLING

TWO TREAD



AIR COOLED TIRES

Road Gripping Traction

ALL THIS YEAR AND ALL NEXT YEAR



Because this tire has 2 treads!

● The first tread ① gives you all the traction and safety of a new tire for 20,000 miles or more. Then . . . just as it is wearing off, the second tread ② makes its appearance . . . a thick, sturdy, anti-skid pattern that means sure-footed traction for another 20,000 miles. IN FACT, THIS TIRE NEVER WEARS SMOOTH!

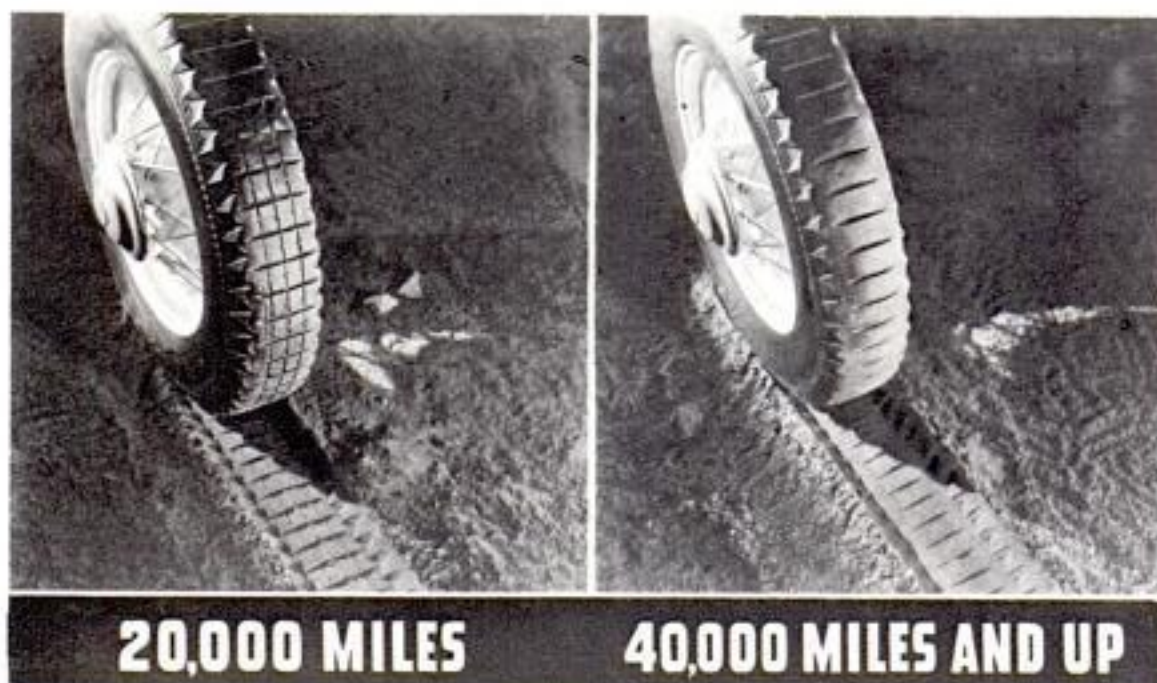
Seiberling has patented* the unique air-cooled construction that makes this tire possible. Air channels pass through the tread, drawing in cool air and forcing out the destructive heat that causes blowouts . . . thus permitting the use of nearly double the amount of tread rubber found in ordinary tires.

Yet the price of this tire is only a trifle above that of an ordinary tire. Why not be assured of two or more years of safe, road-gripping traction for your car . . . and cut your tire costs at the same time.

*The Air-Cooled Tire is covered by 8 U. S. patents.

See your Seiberling dealer—he has the proper size for either your car or your truck

NEXT YEAR



SEIBERLING ALSO MAKES

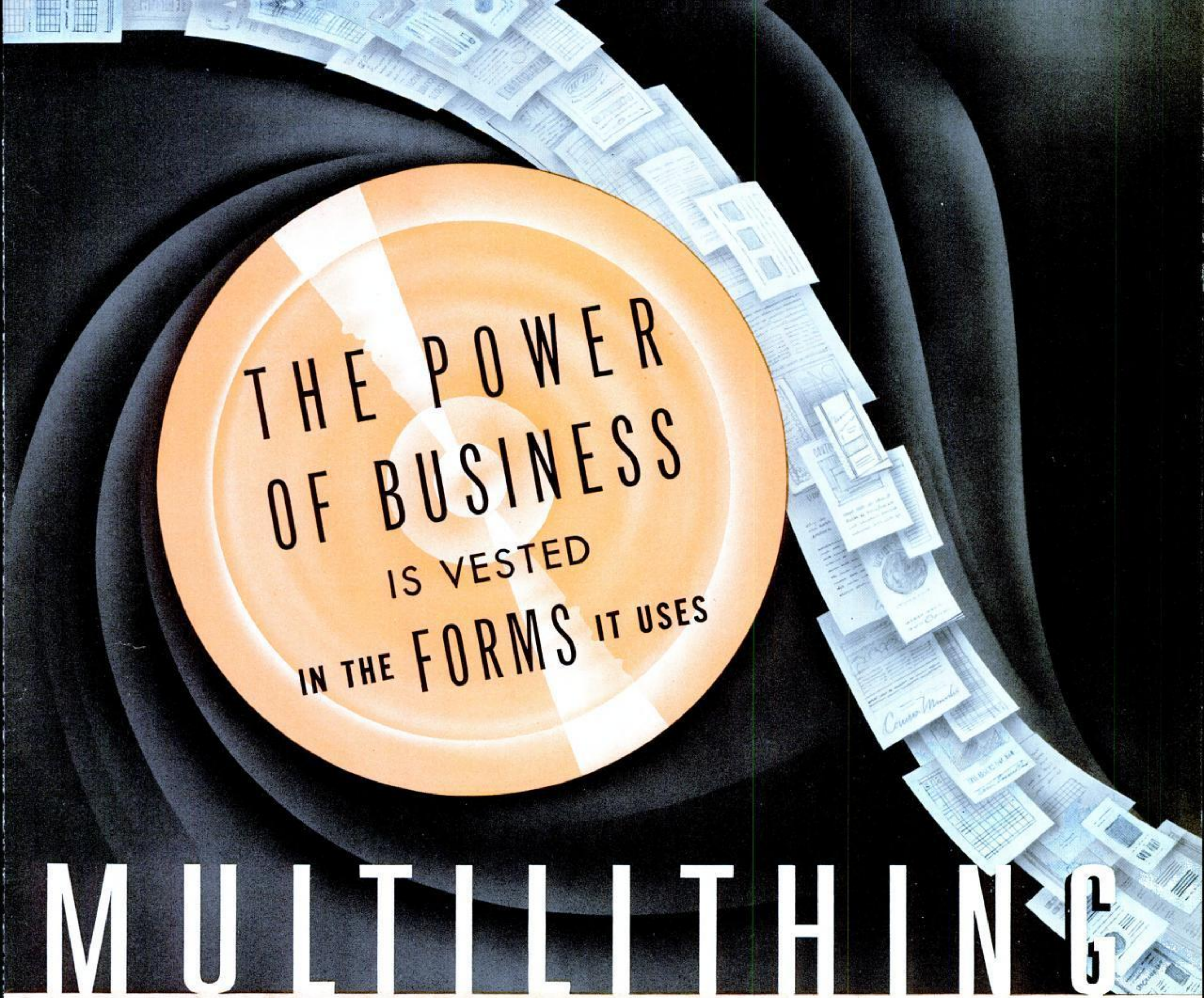
a complete line of single tread tires. While they do not have air cooling, they do have other exclusive features. Their average mileage is above that of ordinary tires, yet they cost no more.

THE SEIBERLING RUBBER COMPANY • AKRON, OHIO, U. S. A.



Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.



THE POWER
OF BUSINESS
IS VESTED
IN THE FORMS IT USES

MULTILITHING

is the new, low-cost way to produce
"power on paper" in your own office

Take forms, communications and selling literature out of business and immediately you nullify its power to achieve. Make it possible for business to use all it requires . . . and to use higher quality at lower cost . . . and you add new power to its wheels of progress.

Multilithing is the new . . . faster . . . easier . . . more economical method for office production of the forms, communications and literature upon which progress depends.

No other office method offers such a broad range of constructive use. Simple typed bulletins . . . sketches with lettered

information . . . ruled forms . . . advertising with illustrations from photos or drawings . . . all these and many more are easily and quickly produced, with quality always on a high level and costs surprisingly low.

A request, on business stationery, will bring you samples of Multilithing and complete information. Ask for Facts About Multilithing, the new and wholly different process.

Multilith is a new development by the makers of Multigraph . . . and Set-O-Type, Compotype and Noiseless Folding Machines . . . used all over the world for more than thirty-five years. All machines are sold on convenient terms.

ADDRESSOGRAPH - MULTIGRAPH CORPORATION, Cleveland, Ohio

ADDRESSOGRAPH-MULTIGRAPH OF CANADA, Limited, TORONTO • Sales Agencies in Principal Cities Throughout the World



Gary Cooper

SAYS:

**"It's common sense
for me to prefer
Luckies"**

**The Finest Tobaccos—
"The Cream of the Crop"**



"A little over a year ago I changed to Luckies because I enjoy their flavor. Ever since, my throat has been in fine shape. As my throat means so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!"

Gary Cooper

Star of the Paramount Picture "SOULS AT SEA"

We recently told a smoker what Gary Cooper says about Luckies. The smoker replied: "Then they ought to be easy on my throat, too!" We told him how other leading artists of the screen, stage, radio and opera—together with professional people such as doctors, lawyers and

lecturers—also prefer Luckies. We explained that Luckies are a light smoke because the process "It's Toasted" removes certain throat irritants naturally present in all tobacco. The smoker said: "That sounds sensible. I'll try Luckies!" ... Why don't you try them, too?

A Light Smoke
"It's Toasted"—Your Throat Protection
AGAINST IRRITATION—AGAINST COUGH

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